

FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES

and The Flavor Field

77th YEAR

AUGUST, 1954

C. E. BICKFORD & CO.

COFFEE BROKERS
AND AGENTS

NEW YORK
88 Front Street

NEW ORLEANS
427 Gravier St.

Have you seen our booklet, "COLOMBIA, THE LAND OF COFFEE"?
It's delightfully illustrated, and yours for the asking.



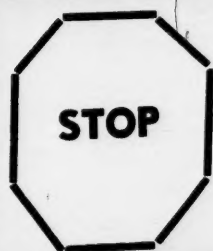
Careful cultivation . . . Constant experimentation . . .

Assure perfect quality the year 'round

**NATIONAL FEDERATION
OF COFFEE GROWERS OF COLOMBIA**

Member of Pan American Coffee Bureau

120 WALL STREET • NEW YORK 5, N. Y.



for COFFEE

You Roast It,
We Supply the Green

J. ARON & COMPANY, INC.

J. ARON & COMPANY, INC.

Coffee Importers

GREEN COFFEES FROM ALL OVER THE WORLD



NEW ORLEANS

NEW YORK

91 Wall Street

SAN FRANCISCO

242 California Street



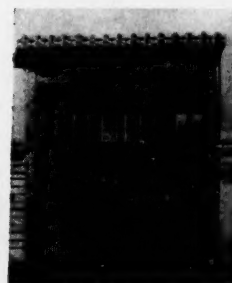
NEW YORK

Direct Representation

SANTOS

Rio de JANEIRO

PARANAGUA



SAN FRANCISCO

NEW ORLEANS

336 Magazine Street

CHICAGO

404 No. Wells Street

Offices of Representatives in Coffee Producing Countries all over the World.

This Canco ad is your ad... sells your products!

The advertisement at the right appears in full color in the July issue of *McCall's* and will also appear in the August 2nd issue of *LIFE* and August *Good Housekeeping*. A potential audience of 47,700,000 will be urged to try the mouth-watering recipes.

This is the fifth in Canco's continuing series of spectacular consumer advertisements. Like the one on the right, each ad features a complete regional meal prepared almost entirely from canned foods and beverages. And clear, easy-to-follow recipes invite even the most inexperienced homemaker to prepare all of the dishes in a matter of minutes.

These Canco ads dramatize the amazing variety of good things that come in cans. By showing today's busy housewife how to prepare delicious meals easily and economically with a variety of canned foods, they promote the prestige of canned foods and beverages of *all* kinds.

This is just another example of how Canco helps stimulate your sales—helping you to *sell more in '54*.

Go first to the people who are first!

AMERICAN CAN COMPANY

New York, Chicago, San Francisco; Hamilton, Canada 



The ad at the right will remind millions of American homemakers that coffee is a basic part of any meal, and that the best coffee comes in vacuum packed cans.

Sit your family down next Sunday... to a
MIDWEST CHICKEN DINNER

*Wonderful eating—and so easy to fix...
when you use today's fine canned foods!*

TO MANY a Midwest family, Sunday means chicken. And one of the favorite ways of serving it is in a bubbling, biscuit-topped pie. Here's a traditional Iowa-style recipe to try on your family. No need to pluck and prepare the chicken. You can buy it ready-cooked, ready to use—in modern Canco cans made by American Can Company.

Cut down kitchen time by using canned vegetables and peaches, too. Today's Canco cans really bring them to you at their best varieties—each processed by an individual flavor-protecting method. Take tomato juice, for example. Early efforts to pack it in metal resulted in a peculiar change in taste. Canco scientists were first to discover that heating the juice to a certain exact temperature would not only prevent spoilage, but would keep the red ripe tomato flavor from changing.

This is one of many ways that American Can helps you enjoy today the greatest variety, the thriftiest, the most delicious canned foods ever. Try this Midwest meal—see what miracles come in modern cans!

American Can Company

Containers to help people live better



American Can Company not only makes the containers that bring you so many foods in their most convenient form—it also helps growers develop better crops and helps packers develop processes to bring you these crops at their prime.

Registered Trade



Midwest Chicken Dinner

Tomato-Cucumber Cocktail
Chicken Pie with Biscuits
Parsnip Potatoes
Beet 'n' Onion Salad
Peach Cream Cake
Milk
Coffee

TOMATO-CUCUMBER COCKTAIL

Combine 1 can (1 lb. 2.8 oz. or 2 1/4 cups) tomato juice with 1/4 cup ground cucumber, 2 tablespoons grated onion, 1 teaspoon Worcestershire sauce, 1/2 teaspoon salt and juice of 1 lemon. Cover, chill well. Strain juice before serving.

CHICKEN PIE WITH BISCUITS

1 can condensed cream of chicken soup
2 cans (8 oz. each) or 1 can (12 oz.) boned chicken, cut in bite-sized pieces
1 can (8 oz. or 1 cup) peas, drained
1 can (4 or 6 oz.) sliced mushrooms
1 cup cream-style corn
2 tablespoons grated onion
1/4 teaspoon monosodium glutamate
1 container refrigerated prepared biscuits

In medium-sized saucepan combine and heat all ingredients except biscuits, stirring carefully. When hot and bubbling, pour into heated, 2-quart, shallow baking dish. Place biscuits on top of chicken. Bake in very hot oven (400°F.) 15 minutes, or until biscuits are baked and browned.

PARSNIP POTATOES

Heat 1 can (1 lb. 4 oz.) white potatoes. Drain well; season with butter or margarine, salt and pepper; garnish with parsley.

CURRIED CARROTS

Drain liquid from 1 can (1 lb.) sliced, diced or plumed carrots into small saucepan; reserve liquid. Add 5 whole cloves, 1/4 cup vinegar, 1 tablespoon sugar and 1/4 teaspoon allspice to beet liquid; simmer 5 minutes, pour over carrots. Cover, chill well. Just before serving, drain carrots, arrange with salad greens and onion separated into rings.

BEET 'N' ONION SALAD

Drain liquid from 1 can (1 lb.) sliced, diced or plumed beets into small saucepan; reserve liquid. Add 5 whole cloves, 1/4 cup vinegar, 1 tablespoon sugar and 1/4 teaspoon allspice to beet liquid; simmer 5 minutes, pour over beets. Cover, chill well. Just before serving, drain beets, arrange with salad greens and onion separated into rings.

PEACH CREAM CAKE

1/2 pint (1 cup) heavy cream
2 tablespoons sugar
1 pkg. two 8-inch sponge layers
1 can (1 lb. 12 oz.) sliced peaches, well drained
1/2 can (5 oz.) chopped toasted almonds
Whip cream, beating in sugar. Spread thin layer of cream over top of 1 sponge layer. Arrange half of peaches over cream, top with second sponge layer. Spread remaining cream over top and sides of cake. Arrange remaining peaches over top of cake. Put nuts on sides of cake and garnish top, if desired. Refrigerate cake until dessert time.

MILK • COFFEE

For greatest convenience get milk and cream in Canco's disposable paper container with the flat top that opens and closes so easily.

These recipes serve 4. You may use can weights that vary slightly from those given here. Recipes were developed in Test Kitchens of American Can Co.

Important note: Whenever you do not use a full can of food, cover and keep the remainder in the refrigerator right in the can. It's safe—and it's sensible!

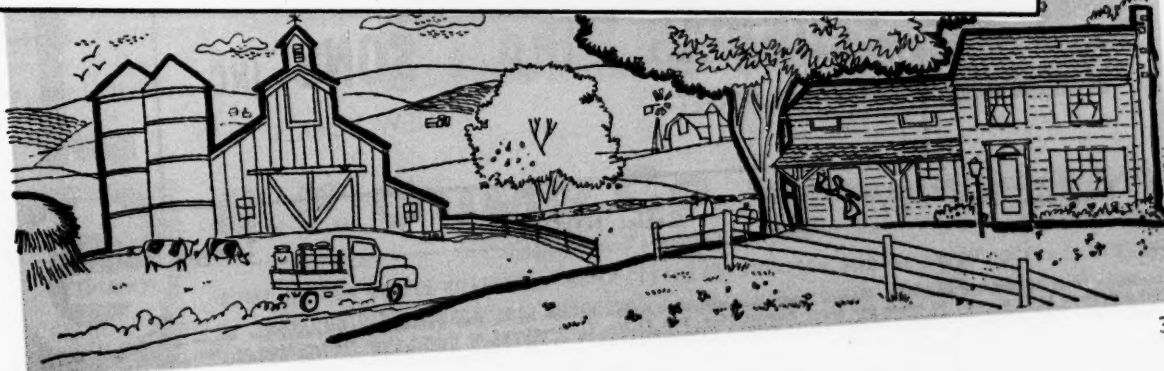
New! Send for
"Quick Trick Cookery"!

48 pages of menus, recipes, illustrated in color. Mail 10¢ to American Can Company Test Kitchens, Box 246, New York 46, N. Y.; or in Canada, Box 130, Hamilton, Ont.



American Can Company, N. Y., N. Y.

One of a series of favorite American meals brought to you by the American Can Company



AUGUST, 1954



Fine Colombian Coffees

LEONIDAS LARA & SONS INC.

99 WALL STREET

NEW YORK 5, N. Y.

Telephone: Dlgby 4-8777

Cable: NYLORENA

Teletype: NY 1-3368

Coffee & Tea Industries and The Flavor Field, published monthly by the Spice Mill Publishing Company, 106 Water St., New York, N. Y. Subscriptions \$4.00 a year, 50 cents per copy, August 1954, Vol. 77 No. 3. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.

LEADING ROASTERS

Continue to Prefer

You'll find only Gump Coffee Granulizers in the great majority of coffee plants, both large and small. There are several good reasons for this universal preference for Granulizers.

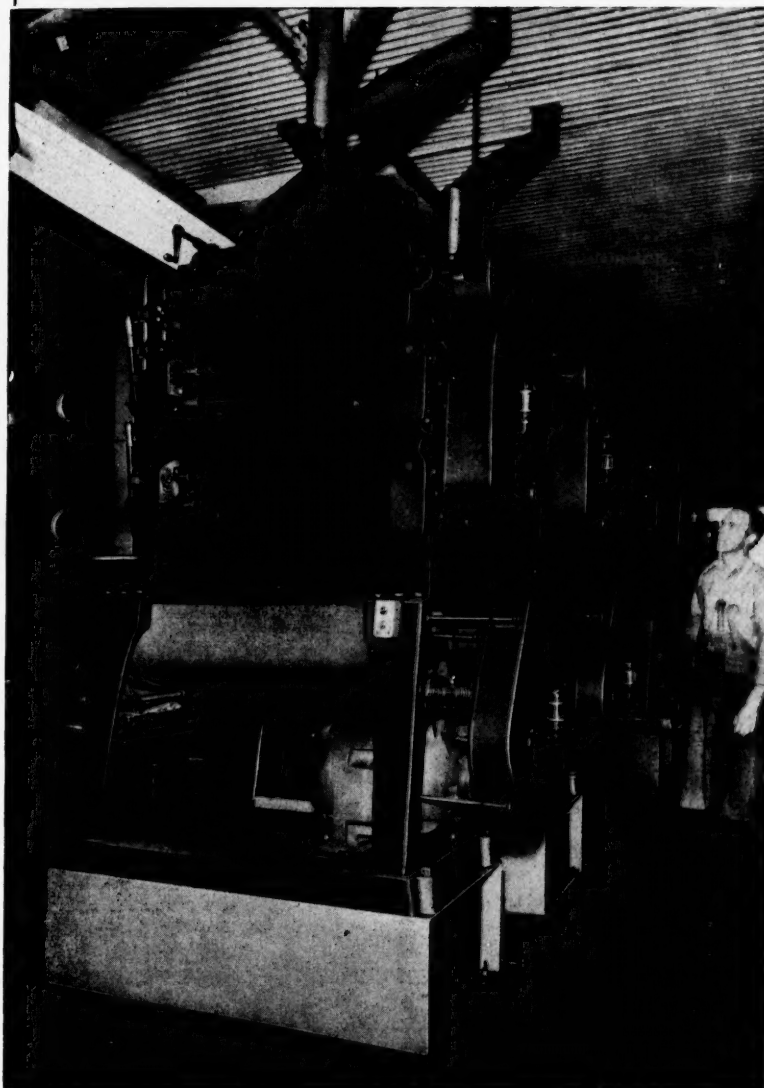
First, Gump Coffee Granulizers are scientifically designed to produce cool, clean-cut, consistently uniform grinds that meet recommended sieve analysis standards. Roasters' own cup tests prove the superior brewing quality of Granulized Coffee.

Then, Granulizers are constructed of only top quality materials. The coffee trade knows from experience that Granulizers stand up under hard usage . . . continue to give low-cost, trouble-free service even when operated continuously for years.

Finally, the exclusive Gump Exchange Head Plan keeps grinding rolls in efficient, sharp condition; enables a Granulizer to continue to produce grinds "on formula" after many years of service. This Plan has also made it possible to incorporate new design features in Granulizers already in operation, thus constantly converting older models into modern machines — another benefit for Granulizer users.

To gain these long-term advantages in *your* business, write today for complete details, recommendations and quotation on the Gump Coffee Granulizer model that will meet your specific requirements.

GUMP Coffee Granulizers



B. F. GUMP Co. 1312 S. Cicero Avenue, Chicago 50, Illinois

—Engineers and Manufacturers Since 1872—

GUMP RAY-NOX COFFEE ROASTERS • GUMP COFFEE GRANULIZERS • IDEAL GREEN COFFEE CLEANERS
BAR-NUN "AUTO-CHECK" NET WEIGHERS • BAR-NUN BAG FEEDERS, OPENERS AND WEIGHERS
DRAVER COFFEE BLENDING SYSTEMS • ELEVATORS AND CONVEYORS • EDTBAUER-DUPLEX NET WEIGHERS

AUGUST, 1954

5

NOW
MORE THAN EVER
IS THE TIME TO
SAVE
WITH

PORTUGUESE
WEST AFRICANS
ANGOLA

...AND THEY WILL
...OF YOUR BLENDS



JUNTA DE EXPORTAÇÃO DO CAFÉ

HEAD OFFICE: **RUA AUGUSTA 27, LISBON PORTUGAL**
BRANCHES: **CABO VERDE • S. TOMÉ • ANGOLA**

THE BEST SALES ARGUMENT IS A SATISFIED CUSTOMER

*..... and there are hundreds
who are very satisfied with*

BURNS THERMALOS !



For Example:

One New York roasting plant
has the six Smokeless Thermalos
with Automatic Controls
(pictured at left).....

**AND TWO MORE HAVE
JUST BEEN INSTALLED!**

**Why are these customers so satisfied
with BURNS THERMALOS?**

- Because they like the efficient, low-cost, easy operation.
- Because they like the superior flavor and lasting freshness.
- Because they like clean, uniform, well-developed roasts.

**IF YOU WANT SATISFACTION —
AND THE BEST VALUE FOR YOUR MONEY—
BUY THERMALO!**

JABEZ BURNS & SONS, INC.

11th Avenue at 43rd Street • New York 36, N. Y.

DESIGNERS AND MANUFACTURERS OF FOOD PROCESSING EQUIPMENT

Engineers



Coffee stays fresh 3 times longer in Flav-O-Tainer!

One sniff and a housewife can tell if your coffee has been properly packaged. The rich coffee aroma and flavor are sealed right in! To keep your coffee roaster-fresh give it the *extra* protection of Shellmar-Betner Flav-O-Tainers. These durable bags keep coffee fresh 3 times longer than ordinary coffee bags.

The Pliofilm* lining of the Flav-O-Tainer bag lets carbon dioxide out, yet keeps flavor-stealing oxygen from getting in. All seams are hermetically-sealed, too, and when the bag is filled it can be heat sealed, film to film.

Yes, your coffee is protected from roaster to table, when you pack it the safe, thrifty way — in Shellmar-Betner Flav-O-Tainer bags. They're adaptable to all types of machine packaging.

PLIOFILM* liner gives prolonged sales life, prevents moisture-absorption or drying out.

SHELLMAR-BETNER bag fills smoothly in automatic high-speed or semi-automatic operations.

*TM. THE GOODYEAR T. & R. CO.



CONTINENTAL CAN COMPANY

SHELLMAR-BETNER
FLEXIBLE PACKAGING DIVISION
MT. VERNON, OHIO



YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

1—NEW COFFEE ROASTER

An illustrated folder describes a new coffee roaster, B. F. Gump Co.'s Ray-Nox. The folder tells about the method of roasting used in the Ray-Nox Roaster, and other features of operation and construction, including recording thermometers and controls. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50, Ill.

2—INSTANT COFFEE DATA

Yours for the asking is a comprehensive survey of the instant coffee field which answers such questions as: How much capital investment do you need to get into the instant market? What additional advertising budget is necessary for instant? What are your chances in competition with national brands? Coffee Processors, Inc., 1111 North Halsted Street, Chicago, Ill.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

4—COFFEE GRIND STANDARDS

Copies of the Simplified Practice Recommendation on Coffee Grinds, which have been out of print, are now being made available to members of the trade by Jabez Burns & Sons, Inc. This ten-page reprint of the U. S. Department of Commerce pamphlet gives details of the standard grinds worked out by the trade in cooperation with the government. For a copy, write Burns at 11th Avenue and 43rd St., New York 36, N. Y., or check the coupon below.

5—SEALING TEXTBOOK

This little textbook on the sealing of corrugated and solid fiber containers has four chapters: 1. Adhesives—Hand Sealing and Automatic Sealing; 2. Gummed Paper Tape; 3. Metal Stitches and Staples; 4. Metal Straps or Wire. The 36-page book is available free from the Robert Gair Co., Inc., 155 East 44th Street, New York 17, N. Y.

SPICE MILL PUBLISHING CO.
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Firm Name.....

Street Address.....

City and State.....

Signature..... Title.....

AUGUST, 1954

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

77th Year

AUGUST 1954

Vol. 77, No. 8

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77th Year

T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

U. S. FOOD IMPORT No. 1

Year after year, the demand of the people of the United States for coffee has made it the largest of all imports. Half this coffee is grown in Brazil. Brazil, in turn purchases U. S. manufactured and processed goods.

The two-way trade comes to just about one billion dollars for 1954. U. S. consumers, of course, can buy any coffee they choose. But the nationwide taste for Brazils remains constant. Americans continue to drink more Brazils than all other kinds put together.

Obviously Brazilian coffee is the number one food imported into the United States.

The sheer variety of Brazils is unequalled by any

other source of coffee. Such crops as the Campinas, Ribeirao Preto and Sul de Minas are renowned by both the public and coffee experts alike for their fine quality, full body and unsurpassed flavor and aroma. They are the unique result of the superb growing conditions and the generations of experience found only in Brazil.

No wonder that just about every blend, every brand, of U. S. coffee is all-Brazil or Brazil-based.

Coffee is well known as a friendly drink — and the great commerce in it helps to weld bonds of friendship among nations. All coffee men deserve credit for this. We of Brazil are proud to make a leading contribution.



**BRAZILS
ARE
PREFERRED**



THE BRAZILIAN COFFEE INSTITUTE 120 WALL STREET, NEW YORK 5, N. Y.



NRTCMA's officers for the coming year. From left: C. A. Frankenberg, treasurer; George F. Hellick, Jr., president; William H. Preis, retiring president; Norman Mansfield, vice president.



Part of the exhibit area at the 39th annual convention of the National Retail Tea and Coffee Merchants' Association. Nearly 100 associate members displayed premium items to conventioners.

wagon route men harried by coffee levels, try fixed price, varying weight packages

By CAROLE D. LINDGREN

Experiences with new sales methods and a review of practices discussed at the 1953 meeting occupied members of the National Retail Tea and Coffee Merchants Association during their 39th convention held at the Edgewater Beach Hotel, Chicago.

Elected to the presidency for the coming year was George F. Hellick, Jr., vice president of the firm of the same name, and son of one of the pioneers in the tea and coffee industry. Newly elected first vice president is George M. Golden; second vice president, Norman Mansfield; and treasurer, Clarence A. Frankenberg.

Attendance was almost equal to that of last year, and nearly 100 associate members exhibited their products in the lounges of the Edgewater Beach Hotel. Opening the formal program, J. O. Reigle, Regal Ware, Inc., welcomed those attending on behalf of the associate members.

William H. Preis, association president, spoke on the problems before the industry.

"The past six months have been extremely difficult and challenging to our management as a result of the unprecedented rise of more than 60 per cent in cost of green coffee," Mr. Preis said.

However, in his own opinion, Mr. Preis predicted, there would be a softening of the market by late summer. He commented that he recently celebrated his 21st anniversary in the business, and that, looking back, he believed they were good years.

Mr. Preis said he believed many in the coffee industry were inclined to agree with customers that prices were too high. To counteract this dangerous attitude, Mr. Preis showed a series of charts comparing the place and price of coffee in the beverage market.

These comparative figures gave water, the cheapest drink as \$.0002 per gallon; tea bags \$.273 per gallon; top quality coffee (60 cups at \$1.50 a pound) \$.52½ a gallon; cocoa, \$.85 a gallon; milk, \$1.00 a gallon; and the leading soft drink, \$1.32 a gallon.

Panel sessions on two mornings were devoted to a discussion of industry problems and an exchange of ideas.

At the first meeting, panel members were Paul Boyd, Raymond Gerard, Edward S. Hesse and Donald T. McGuire. Mr. Preis was moderator for this group.

Use of varying weights to maintain price, which had been put into practice by many firms more than a year ago, was discussed. The most successful method to avoid fluctuation was agreed to be by maintaining a \$1.50 package, regardless of weight.

More firms have been using "mixture" blends to avoid price increase. Southern representatives particularly had found consumer acceptance of such blends. William Gerbosi said the Jewel Tea Co., Inc., had met with a very encouraging experience in marketing their blend.

Demand for coffee solubles is increasing, merchants agreed, though many felt it is still a convenience item. Increases in sales ranged from 10 to 100 per cent, and it was agreed that the difference depended on the promotion given to instant coffees.

All agreed that tea sales, too, were building up.

George F. Hellick, Jr., served as moderator the second day. On his panel were Michael P. Purcell, Norman Mansfield, Nathan Elkin and William A. Gerbosi.

Discussion of the "party plan" system of selling, which had begun the day before, was resumed. Although success with the "home party" varied, it had not been too widely used. Mr. McGuire said they had better than 50 per cent

NRTCMA panels in action



Soluble demand is growing, panel at left agreed. Members were (from left) Paul Boyd, Donald T. McGuire, moderator William H. Preis, Edward S. Hesse, Raymond Gerard. Effective promotion concerned panel at right. On it were NRTCMA secretary-manager Oliver J. Corbett, Nathan Elkin, William A. Gerbosi, moderator George F. Hellick, Jr., Norman Mansfield and Michael P. Purcell.

sales at home parties of ten to 15 guests run by route salesmen, who are given a special commission for arranging and handling the gatherings.

Mr. Elkin told of his firm's experience with radio promotion, three different types of advertising at intervals. When a give-away of pin-sets was used, many leads were secured, but it took so long to follow them up, it proved unprofitable. Mr. Elkin said he felt there should be some way to utilize radio contacts profitably, as the leads did secure them a welcome in homes that would not otherwise have been contacted.

Emphasis to be given premiums by the canvasser was discussed. The consensus of opinion was that it depended upon the individual salesman.

Mr. Gerbosi put it this way: "I believe the premium is one of the most powerful instruments we have, and that its most efficacious use is an area which should be looked into. Perhaps its introduction depends on the area being covered. Also it depends upon whether you are selling the premium and premium idea, or your service."

Mr. Gerbosi also commented that he believed ill will was being created in many instances by the route man refusing to accept an order for groceries unless the purchaser agreed to take the premium. He said he believed an adjustment must be made whereby the salesman would be as interested in selling groceries alone.

Harry Taylor, Studio Girl Cosmetics, participated in a review of methods of gaining entry to homes. He described the system used by his saleswomen, setting the housewife at ease by offering a free sample.

On adding lines to boost sales, Mr. Elkin said that ready-to-wear had proven to be the most effective in building volume they had ever used. However, he said, sized items were a problem unless the men came in regularly, so that inventories could be controlled.

Jewel has been trying to solve the size problem by delivering direct to the home from a central warehouse, Mr. Gerbosi said. It is working out very well, he stated, and they expect this end of their business to grow to become 50 per cent of their volume, in time. Moderate priced housedresses and sport shirts were two of the most successful items, Mr. Gerbosi said.

Special items for holiday sales are given emphasis at Christmas by a majority of the firms, with a few going into promotions for other holidays, discussion showed. Mr. Mansfield said they had put special emphasis on gift sales for Easter this year, with great success.

Easter is an impulse, not a planned holiday, Mr. Gerbosi pointed out, so the route man must have merchandise on the spot for immediate delivery. Father's Day is good, he said, and Jewel makes a point of follow-

ing through on nationally advertised items for father. Mother rarely buys for herself, he pointed out, and since most sales are to the housewife, it is not successful from a gift sales standpoint.

Mr. Purcell said they utilize holidays to put pressure on items which they have overbought, rather than stocking specials for these occasions. By emphasizing many items which are good as gifts, but carried in the regular line, they build volume.

Frequent meetings with the route men are of great value, it was agreed. The men are enthusiastic over the use of catalogues, and operators are "sold on catalogues," which have definitely increased sales, all agreed.

Mr. Purcell asked if, with more women working, an increase in back calls was a problem. Other operators, however, felt it was not, as some men always preferred evening calls, anyway.

The Wednesday meeting closed with the report of nominating committee chairman John Cramer, and unanimous election of the slate of officers. Directors named to serve for the next year were, for one year: Paul Ebert, D. T. McGuire, John Cramer, Jack Peterson and Robert Monday. Elected for two year terms were: Nathan Elkin, William Gerbosi, James Griffin. For three years: William Preis, L. H. Reese, Raymond Gerard, and Til Schlough.

On the closing day, drawings were held for prizes awarded to firms represented. Winner of a trip for two to Bermuda was the Midland Coffee Co., with Edward Heims holding the ticket. A 1954 console television set was awarded to the Geo. F. Hellick Co., Inc., on a ticket purchased by Til Schlough; a rotisserie-broiler went to Paramount Coffee Co., Edward Finkel, and a deep fryer was awarded to Gardner Brothers.

Jewel Tea to link three

offices by helicopter

The Jewel Tea Co., with headquarters at Barrington, Ill., has ordered a Bell 47-G helicopter.

The machine, a three place copter with a 205 horsepower engine, will link three large office and warehousing facilities in Barrington, Chicago and Melrose Park, beginning this fall.

Besides transporting key personnel and top executives, the helicopter will fly intercompany mail and limited rush orders of food products between the various warehousing facilities.

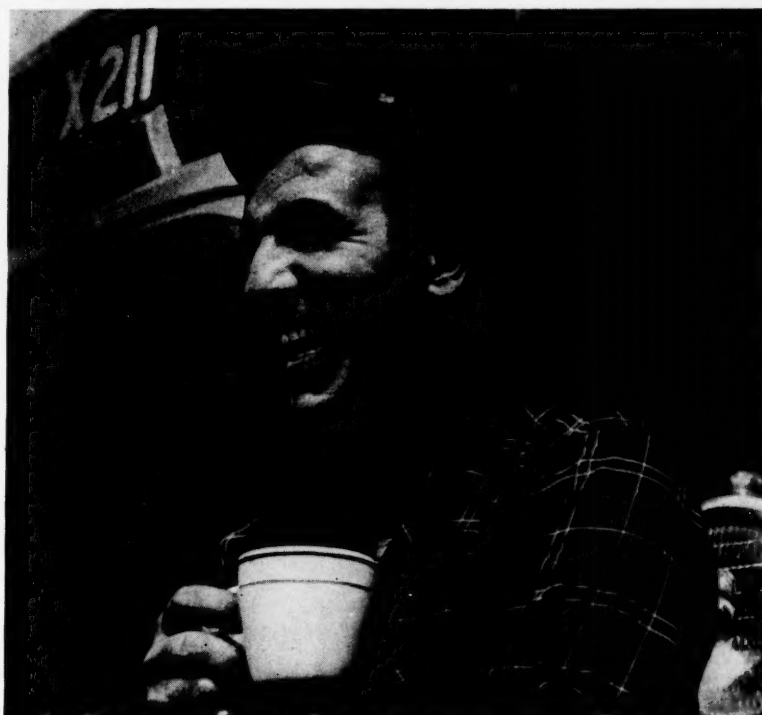
"Price of restaurant coffee"

editorial reprinted in digest

"The price of restaurant coffee", the COFFEE & TEA INDUSTRIES editorial which was distributed to tens of thousands of restaurants throughout the country, has been reprinted in *The Restaurant Digest*.

The editorial, an open letter to restaurant operators, appeared as the page one article in the June, 1954, issue of *The Restaurant Digest*, which presents "the best written and spoken material in the restaurant and quantity feeding field."

Coffee roasters throughout the country ordered more than 37,000 copies of "The price of restaurant coffee" for distribution to their customers.



A truck driver enjoys a "Coffee-break"

Twenty tons of truck pull off the road. The driver stretches his cramped muscles, blinks his tired eyes. Now, a roadside stand, and the cheerful words: "Make it a cup of coffee!" Coffee! A flavor so friendly, a lift so welcome, it seems to take the tiredness out of body and spirit. At home, on the job, "make it

a cup of coffee!"—and make coffee right. Use 2 level tablespoons (or 1 Standard Coffee Measure) to every cup. You get so much pleasure — for only pennies a cup. Give yourself a "Coffee-break"! Think better, work better, feel better. PAN-AMERICAN COFFEE BUREAU, 120 Wall Street, New York 5, New York

"Coffee-break" promotes highway safety

Each summer the Pan-American Coffee Bureau joins leading safety organizations in an effort to reduce highway accidents. The advertisement above ties in closely with the extensive publicity program urging vacation drivers to fight fatigue and restore alertness by making frequent "Coffee-stops." It runs as a full-

page in *Life*, August 9th, and in *The Saturday Evening Post*, August 21st. It also runs in the fifth-page size in leading Sunday newspaper supplements. The total combined circulation is 30,000,000, with several times that number of readers. It is part of the Coffee Bureau's continuing nationwide advertising campaign.

PAN-AMERICAN COFFEE BUREAU, 120 WALL STREET, NEW YORK 5, N. Y. BRAZIL • COLOMBIA • COSTA RICA • CUBA
DOMINICAN REPUBLIC • ECUADOR • EL SALVADOR • GUATEMALA • HONDURAS • MEXICO • VENEZUELA

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AUGUST, 1954

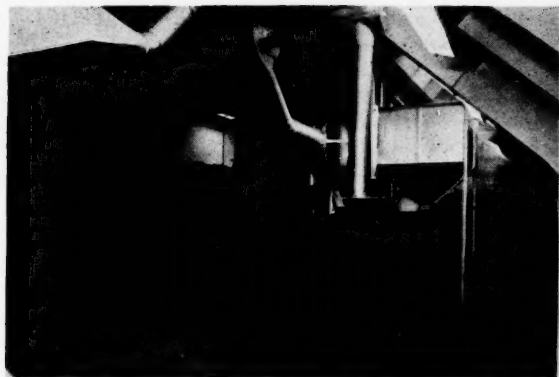
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**SCHAEFER
KLAUSSMANN CO., INC.**

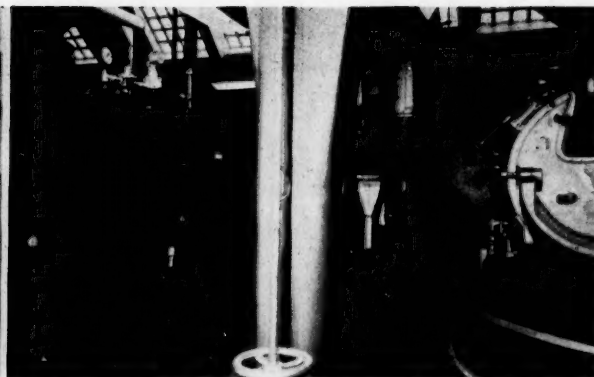
- 99 WALL STREET, NEW YORK 5, NEW YORK
- 302 MAGAZINE STREET, NEW ORLEANS 12, LA.

Coffee Importers and Agents





Kesko Oy's continuous roaster (left), and the green coffee blender (right), both Jabez Burns units. The blender is equipped with dust suction. On the far wall is the electrical control panel board.



At the left is the discharge end of the continuous roaster, which cools the coffee continuously, too. Kesko Oy is a leading Finnish wholesale cooperative, which is owned by retailers in that country.

continuous roasters in Finland may spark processing trend in Europe

What may be the beginning of a trend in coffee processing in Europe is taking place in Finland. In at least two plants of leading cooperatives in that country, continuous roasters have been installed.

One of the plants is operated by Kesko Oy, a large cooperative which in addition to coffee handles tea, spices and other groceries, as well as hardware, textiles and agricultural supplies.

Kesko Oy—"Oy" is Finnish for "Inc."—is a wholesale business owned by retailers. Its main office is a strikingly modern building, with 232,000 square feet of floor space, in the center of Helsinki, near the harbor.

In this building is Kesko's coffee roasting operation.

The fact that Kesko turned to the United States and Jabez Burns & Sons, Inc., for a continuous roaster is no accident. Behind that decision is an attitude, typical of Finland, of searching out the most advanced in organization, equipment and methods.

Behind the decision, too, is Kesko's basic coffee requirement—large volume, with few separate brands.

To meet such needs, the continuous roaster is ideal.

The size of the Kesko operation is indicated by the fact that the organization has 6,000 retail customers. Of these, about 3,000 use Kesko's "K" sign as their emblem and take active part in the advertising campaigns conducted by the central headquarters.

Food sales account for about 60 per cent of Kesko's total volume.

Finland has its own version of the coffee break. The coffee pot is on all the time. The "break" is continuous.

Most of all the coffee is ground at home. In some of the larger stores, grinding is now being done, but they are the exception. Most of the coffee is sold roasted in the bean.

The packs are heat-sealed paper bags, in half kilo and quarter kilo sizes.

Kesko's coffee operation starts with the importing, which the organization handles itself. The bags of green coffee arrive by truck and are warehoused in the plant.

As coffee is needed, the bags are opened and dumped, on the first floor, through a dust protected chute feeding a small bin in the basement. Here a Burns pneumatic green coffee cleaner takes out the light trash, and the clean beans are carried by bucket elevators to the sixth—or top—floor. The elevator discharges into a bin which feeds a mixer on the fifth floor. After thorough mixing, the beans flow into a surge bin on the floor below, and then are taken by bucket elevators to a large storage bin in an enclosure on the roof.

This storage bin feeds the continuous roaster on the sixth floor.

The roaster, which incorporates a cooler, has a capacity of 4,500 pounds an hour, green weight. It is gas fired.

The roaster discharges into a fifth floor bin which empties into the boot of a stoner. The stoner hopper, on the sixth floor, unloads the roasted beans, now ready for packing, into large storage bins on the fifth floor. From these bins the coffee drops to packing machines on the third floor.

These machines are Hesser bag units, each of which can handle 60 packages a minute—forming, lining, filling and sealings the bags.

The finished packages of roasted coffee are shipped out of the plant by truck.

Before Kesko's coffee processing operation was modernized, with the installation of the continuous roaster, the roasting was being handled by five German machines. These had a combined capacity of about 3,300 pounds an hour.

When Kesko's management first thought of modernizing the coffee plant, they got in touch with Jabez Burns & Sons, Inc., in New York City.

(Continued on page 58)

advertising . . . merchandising . . . promotion

Among all coffee, soluble and regular, an instant emerged as the brand with the greatest newspaper advertising expenditure in 1953.

An examination of computations by Media Records for the Bureau of Advertising, American Newspaper Publishers Association, shows that newspaper advertising for instant coffee usually ran heavier than similar expenditures for regular coffee.

American Home Products Corp.: G. Washington Coffee, \$994.

Borden Co.: Borden's Instant Coffee, \$808,056.

Cain's Coffee Co.: Cain's Coffee, \$38,075; Cain's Tea, 5,184.

Chock Full O' Nuts Co.: Chock Full O' Nuts Coffee: \$73,286.

[illegible]

This is a coffee ad. It's a large size—75-column-inch — effort which appeared in the metropolitan dailies in Nashville, Tenn. A bold departure from the usual coffee ad, in appearance and in copy, this promotion made a straight quality appeal for the Colonial Coffee Co. The copy, in fable form, tells what aroma, taste and stimulation do — separately and together—for coffee. Colonial Coffee, of course. Nowhere in the ad is there even a distant suggestion of more-cups-to-the-pound.

Duncan Coffee Co.: Maryland Club Coffee, \$291,020.
Flagstaff Foods: Flagstaff Coffee, \$2,869.
J. A. Folger & Co.: Folger's Coffee, \$588,944; Folger's Instant Coffee, \$425,000; Folger products, \$2,578.
General Foods Corp.: Maxwell House Instant Coffee, \$1,143,348; Maxwell House Coffee, \$1,124,545; Maxwell House Coffee and Minute Rice, \$25,285.
Hills Bros. Coffee, Inc.: Hills Bros. Coffee, \$673,502.
Lever Bros. Co.: Lipton Tea, \$129,798.
Levering Coffee Co.: Lord Calvert Coffee, \$33,492.
M. J. B. Co.: M. J. B. Coffee, \$245,843.
Jos. Martinson & Co., Inc.: Martinson's Coffee, \$16,172; Martinson's Instant Coffee, \$33,686; Martinson's Products, \$10,344.
McCormick & Co., Inc.: Ben-Hur Coffee, \$6,935; Golden West Coffee, \$2,793; McCormick Tea, \$45,318.
Nash-Finch Co.: Nash's Coffee, \$61,077.
The Nestle Co., Inc.: Nescafe, \$1,672,910; Nescafe and Nestle's Semi-Sweet Chocolate, \$29,840.
Pan-American Coffee Bureau: \$224,620.
Paxton & Gallagher Co.: Butter-Nut Coffee, \$41,941.
Wm. B. Reily Co., Inc.: Luzianne Coffee and Chicory, \$24,045.
S & W Fine Foods, Inc.: S & W Coffee, \$22,122.
S. A. Schonbrunn & Co., Inc.: Medaglia D'Oro Coffee, \$24,334; Savarin Coffee, \$49,159.
Seeman Bros., Inc.: White Rose Coffee, \$13,256; White Rose Tea, \$41,977.
Standard Brands, Inc.: Chase Sanborn Coffee, \$868,647; Chase & Sanborn Instant Coffee, \$959,256; Chase & Sanborn products, \$43,994.
Stewart's Private Blend Coffee Co.: Stewart's Private Blend Coffee, \$46,220.
Tetley Tea Co., Inc.: \$45,153.

In its first coupon promotion, Hills Bros. Coffee, Inc., San Francisco, is offering grocers two-and-one-half cents for handling each coupon.

The coupons have a face value of ten cents on the purchase of any size of Hills Bros. Coffee. The promotion was supported in more than 500 daily newspapers and farm publications in Hills Bros. sales area between the Pacific Coast and Ohio, plus Florida.

The ads were of 1,000 and 1,300 lines, in color in major markets and in black-and-white elsewhere.

Hills Bros. believes its dealer payment to be the highest ever by a major manufacturer.

"We sell direct to retail grocers and considered it only fair that our customers should receive an amount for handling coupons which would not represent a loss to them," T. Carroll Wilson declared.

Mr. Wilson noted that grocers "generally claim that the coupon redemption is not adequate compensation and in many instances does not cover even actual out-of-pocket cost for labor and bookkeeping involved."

A study reported in the *MARGUS Bulletin* found that seven per cent of instant coffee sales involved coupons.

This compared with ten per cent of soap sales and four per cent of baking mix sales.

No other products—including regular coffee—were near these proportions.

(Continued on page 25)



OPEN YOUR DOOR TO SANTA CLAUS!

Turn to High Profit, Fast Selling items to pull out of the coffee price pinch

Christmas isn't here, but Santa Claus is. He's here to bring you the gifts you want most — *real* profits and greater sales volume on coffee and tea. And they are genuine gifts, no capital outlay, no risk to accept.

You'll prove this to yourself, immediately, with a limited market test of your own brand of coffee and tea packed in STEEPOLATOR BAGS. You'll make much more profit per pound this way and your sales will soar.

STEEPOLATOR BAGS are packed with your own coffee or tea under your own brand on MOCO Packaging Machines in your own plant or in Modern Coffee's factory. You can obtain MOCO Machines on a royalty basis with no capital investment.



Nationally Advertised in **LIFE, TIME, THE NEW YORKER, etc.**, to reach your customers, STEEPOLATOR COFFEE BAGS give consumers convenience and quality brewing control of real ground coffee — right in the cup. They are economical, eliminate waste and increase coffee consumption.



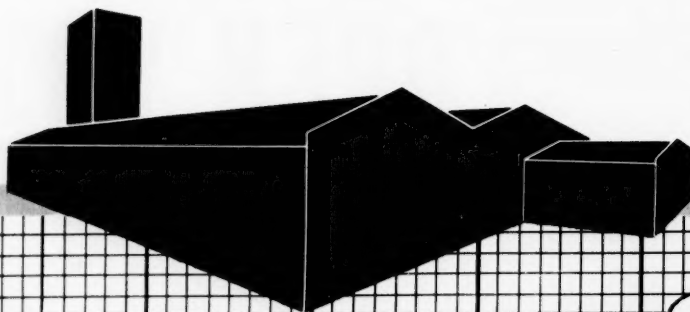
STEEPOLATOR TEA BAGS

Flat or pleated, are simultaneously formed, filled, sealed, brand-name identified, and tabbed and looped at over 200 per minute. The tasteless, non-tangling, one-end-detachable tab with loop replaces old-fashioned, slow production tag and string.

The ultra attractive, new style Steepolator has four pleats to increase infusion but tea bag size is cut in half. The bag contains the same amount of paper for maximum porosity and the same amount of tea as the old-fashioned flat type.

**OPEN YOUR DOOR TO
SANTA CLAUS... WRITE NOW!**

MODERN COFFEE Inc.
130 NEWBURY STREET • BOSTON 16, MASSACHUSETTS



Don't miss your chance!
Participate in this growing field —
and—get the best.

The manufacture of your private
label instant coffee is our only busi-
ness! We have no brand of our own.

We serve many of the largest
grocery chains and coffee roasters
throughout the country.

Let us help market your brand —
our only aim is to produce the finest
instant coffee obtainable—



"Instant" sales are going up...

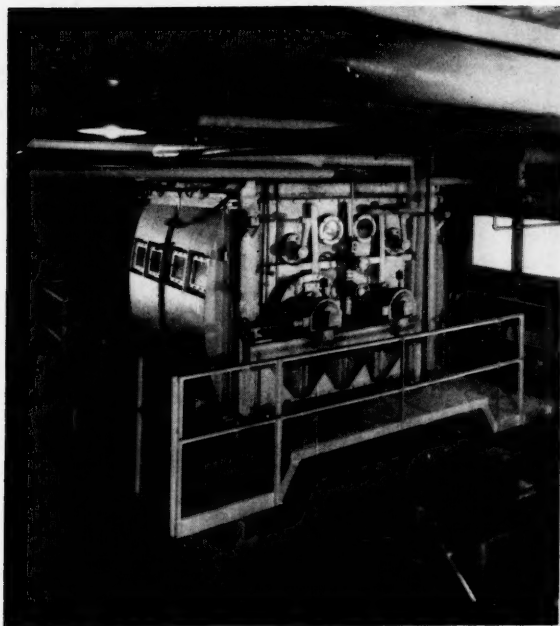
SOL CAFÉ MFG. CORP.

SOLUBLE COFFEE & TEA MANUFACTURERS

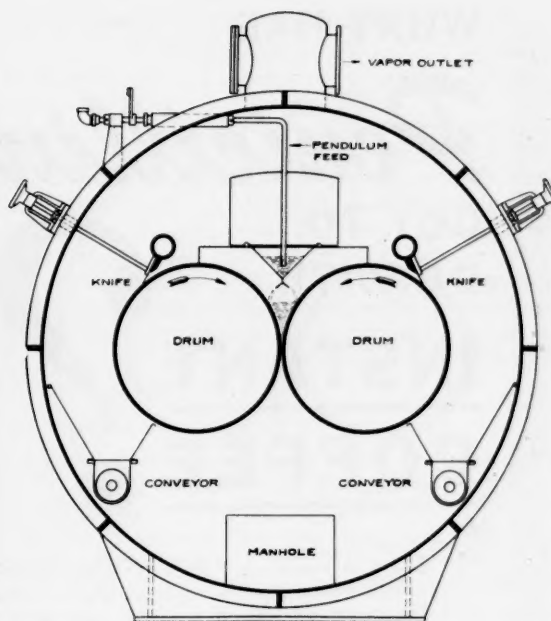
180-05 BRINCKERHOFF AVENUE

JAMAICA 12, NEW YORK

Tel: OL 7-0700



Left: A vacuum drum dryer. Right: A schematic cross-section of a patented vacuum double-drum dryer, showing the general arrangement. The liquid is fed directly between the drums and uniformly



distributed by the patented pendulum feed. No liquid material is recirculated or held in the dryer. Illustrations courtesy Buřlovak Equipment Division, Blaw-Knox Co.

manufacturing processes for soluble coffee

By WILLIAM H. KANNINEN, Director of Food Technology,
and STEPHEN E. TAUB, Group Engineer, Foster D. Snell, Inc.

Second of three installments of a comprehensive article on one of the top coffee subjects today

★ A COFFEE & TEA INDUSTRIES "fact-reference" feature

Drying. Two methods of drying the coffee concentrate are: a) spray drying, and b) vacuum drum drying. These methods are detailed below:

Spray drying. In general, spray dryers may be divided into two basic types, according to the products produced. These are: 1) spray dryers, producing a finely powdered product; and 2) spray dryers, producing the large "bead" type of product.

The first type is characterized by the centrifugal, or whirling disc, method of atomization. Dryers of this type are usually squat in construction and cylindrical in shape, with the diameter about equal to the height. The concentrate is dropped onto a rapidly spinning disc, which

throws the material horizontally outward in a finely divided spray form. The spray falls in a spiral pattern through a current of hot air, which may be introduced in either a co- or counter-current fashion. The hot-air evaporates water from the spirally falling spray particles which settle, in the form of a dry powder, to the bottom of the tower. The bulk of the dried product is removed from the tower through a rotary air-lock or butterfly valve. The hot air is discharged through a tangential separator which separates entrained fine particles from the exhaust air stream. The collected products are combined, and are then ready for packaging.

The second type is represented by a spray dryer which

WHAT HAS

Penicillin

GOT TO
DO WITH

**INSTANT
COFFEE**

?

Did you know . . . that Penicillin deteriorates when exposed to moisture . . . that Gutmann developed a screw cap with a special type of FILMA[®] seal innerseal to safeguard leading brands of Penicillin against moisture ingress, substitution or contamination?

And, did you know that Gutmann developed the proper closure for Instant Coffee jars, long before this convenient product gained nation-wide popularity? This cap with FILMAseal type M-18 today protects leading brands of "Instant" against moisture or contamination. Breaking the seal means complete consumer satisfaction, assurance of full weight and cleanliness.

Gutmann screw caps in all sizes are available with FILMAseal inserted in the cap, both applied in one. Fully automatic and manual equipment are available for FILMAseal application.

FREE
BROCHURE
ON REQUEST



Ferdinand Gutmann & Company
SINCE 1880

3641 - 14th Avenue, Brooklyn 18, N. Y.

★ **A COFFEE & TEA INDUSTRIES**
"fact-reference" feature

probably typifies the simplest and most basic design. This dryer utilizes a spray nozzle to atomize the feed liquor into a co-current hot air stream. Dryers of this type are usually in the form of cylindrical towers with the height about two to four times the diameter. In order to produce the large "bead" product, low-pressure, large-orifice nozzles are used. These nozzles produce a coarse spray which is directed downward along the vertical axis of the tower. The hot air enters the tower at the level of the nozzle, and flows downward with the spray. In this manner, the hottest air contacts the wettest particles. By the time the hot air-spray mixture has reached the bottom of the tower, the spray has dried to "bead" form in the shape of hollow spherical particles. The air has also been cooled to such a temperature that the dried particle is not overheated. By entrainment with the cooled air, all the dried product is conveyed to tangential separators where 99 per cent of the product is collected. The dried "beads" are discharged through an air lock directly into the packaging equipment. The water-vapor air mixture is then discharged to the atmosphere, or may be used to pre-concentrate the feed.

"Bead" form

Recently, there seems to have been a trend away from the finely powdered coffee toward greater acceptance of the "bead" form. The extensive advertising campaigns which have been exploiting this new form have met with very favorable consumer reaction. The "bead" form presents an advantage over other forms—a larger container may be the advantage of almost instantaneous solubility. The retail package containing "bead" coffee has a strong psychological advantage over other forms—a larger container may be presented for an equal or lower price, due to the difference in bulk density.

Drum drying. Vacuum drum-drying was the first large-scale method used for the production of dried soluble coffee.

The vacuum drum-dryer consists of a heated drum revolving in an air-tight casing, with a feeding device for applying the liquid to the drum, and a knife for removing the dry material. As the drum revolves, a film of liquid is applied to its surface, where the material is dried by the time a single revolution is made. The dried product falls into a screw-type conveyor which carries it into one of two receivers. When one receiver is filled, the second receiver collects the product. The full receiver is then discharged by releasing the vacuum in the chamber. Complete continuity of operation is obtained by this arrangement, which enables one receiver to be emptied while the other is being filled.

Single or double drums

Drum-dryers of various design are used, consisting of either a single drum or a double drum. The feed can be provided by means of a pendulum, splash, spray-film or pan feed. The product is removed from the rolls by the knives, ordinarily in the form of flakes or as a sheet. It must then be milled to obtain the requisite degree of fineness.

Comparison. The proponents of the drum dryer feel that it is easy to operate, as the theory is simple and operating conditions are well defined. Spray drying offers some definite advantages over other methods. The product of the spray

(Continued on page 22)

Warns against instant coffee pilferage

The Independent Food and Grocers' Association of New Hampshire has warned of a pilferage trick customers use on instant coffee.

Caps from small sized jars of instant coffee have been switched to larger sized jars to be checked out at the lower price.

Grocers are advised to mark the price on labels instead of caps. Some manufacturers are changing cap size on one jar, so they will not be interchangeable.

Harrison Co. is now corporation

The name of The Harrison Co., New York City processors of soluble coffee and coffee concentrates, is now The Harrison Coffee Corp.

The name is the only thing changed, president George Harrison emphasized. There has been no change in ownership, policy or personnel.

"The progressive development of our trade processing service, thanks to a growing patronage with increasing soluble requirements, made necessary a change in business entity," Mr. Harrison explained.

Snell soluble plants and services explained

The services provided by Foster D. Snell, Inc., in engineering complete instant coffee plants is explained in a four-page summary issued by the company.

Also covered are highlights in the development of the soluble coffee market in this country.

The summary is available on request from Foster D. Snell, Inc., New York City.

Compiles solubles coffee flavoring booklet

A processor of soluble coffee has created a number of formulas for flavoring pastries, cakes, frostings, and fillings and compiled them in a 56-page book.

The G. Washington division of American Home Foods pointed out that the natural flavor of pure soluble coffee concentrate blends well with butter and margarine. Reference is also made to manner in which the addition of coffee concentrate emphasizes the delicate flavor of brown sugar and the finer grades of molasses.

Coffee concentrate blends well with chocolate or bitter-sweet chocolate that has been barely melted, it is explained. Cooled blends can then be used in bit form or slabbed for convenient grinding. Some 60 complete formulas in all are included.

JFG introduces own instant coffee

Floyd P. Goodson, Jr., executive vice president of the JFG Coffee Co., Inc., Knoxville, Tenn., recently announced the completion of a new instant coffee plant.

Mr. Goodson said that some time ago JFG began extensive research of the manufacture of instant coffee.

The company "succeeded in procuring the most advanced equipment available, which assures production of the finest instant coffee on the market today," he said.

An overall advertising campaign, using all media, is currently being launched by the George I. Clarke Co., Atlanta, JB.G's advertising agency.

Maryland Club Instant Coffee in Oklahoma City

The Duncan Coffee Co., Houston, Texas, has introduced Maryland Club Instant Coffee in Oklahoma City.

Prepare Now for Increased Instant Coffee Sales

**Your own label instant coffee packed
for grocery or institutional trade.**

- **Top quality**
- **Competitive price**
- **Prompt delivery**

Holiday Brands, Inc.

South Street, Walpole, Mass.

TELEPHONE WALPOLE 143

manufacturing processes for soluble coffee

(Continued from page 20)

dryer does not need further processing; it may be packaged directly from the dryer discharge. Once the spray dryer has been put into continuous operation, its operating efficiency is extremely high. Thermal efficiencies of 60 to 70 per cent have been reported. Spray dryers can be heated by relatively inexpensive "packaged" air heaters which require no special foundations or installations. This last is a sizable saving over drum dryer installations, which require expensive steam generating facilities. The spray dryer also lends itself to automatic control and requires the supervision of only one man, when in production. In general, the initial start-up of a spray dryer may be more complex than that of a drum dryer. However, the high production efficiency and low maintenance and operating costs possible with a spray dryer are major factors to be considered by the soluble coffee manufacturer.

Other drying methods are used to a lesser degree at the present time. Of particular interest is a process consisting essentially of a continuous vacuum pan system. It is an adaptation of freeze-drying methods which were developed for drying of blood plasma. The system consists of a continuous flat steel belt which moves in a vacuum chamber. In principle, its operation may be regarded as comparable to that of the vacuum drum dryer, in which the drying surface moves in a horizontal plane. Since the extremely high vacuum effects evaporation at low temperatures, the process is claimed to give a product of superior flavor. Perhaps the greatest appeal for the product lies in the crystalline appearance and its ready solubility.



designed for
efficiency, simplicity and economy

SNELL Soluble Coffee PLANT

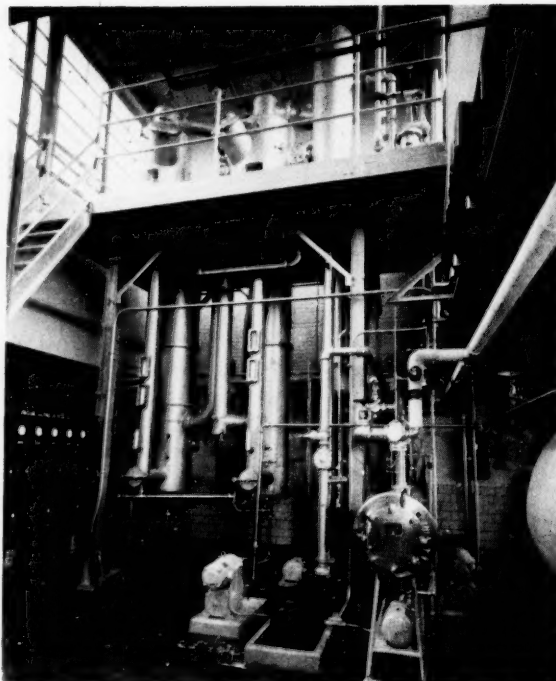
Foster D. Snell, Inc. has provided engineering and processing "know-how" to the soluble coffee industry since its inception. Services include coffee blending, flavor evaluation, trouble shooting, and the engineering of soluble coffee plant equipment.

In answer to a growing demand from soluble coffee producers, Snell offers completely engineered plants based upon the most modern developments in coffee extraction and drying.

The Snell design incorporates the following basic prerequisites for an economically sound soluble coffee plant:

- | | |
|--------------------------------|------------------------------|
| 1. High Yield | 2. Minimum loss of volatiles |
| 3. Minimum oxidation | 4. Sanitary construction |
| 5. Highly soluble bead product | 6. Low labor requirements |

Snell Coffee plants are available in a range of capacities selected to meet both American and Foreign requirements. Inquiries concerning these plants and prices will be welcomed and answered promptly.



A stainless steel, sanitary type evaporator. This is a Buřlovak 343 square foot average surface double effect V. R. C. unit.

Probably no two installations in present use for manufacture of solubles are identical. The differences in plant construction are dictated in part by the economics of the various processes. Optimum plant size for the several processes will differ according to the types of equipment used. The capital investment in plant equipment, the rate of amortization and comparative operating costs are all factors to be considered in addition to the projected production rate. Since in determining equipment requirements, a substantial increase in size may often be obtained with a comparatively small increase in cost, the economics of a process may indicate a plant of a size which will be operated on a part-time basis. As an indication of the investment required, it has been found that using a simplified process involving counter-current extraction along with spray-drying, a plant producing up to 300 pounds of solubles per hour from 1500 pounds of green coffee can be erected at a cost of approximately \$200,000,—\$300,000.

**WHY
WAIT?**

**MAKE YOUR
OWN
Instant Coffee**

WE HELP YOU START—A COMPLETE SERVICE IS OFFERED

Design, construction and initial operation of large or small plants for manufacture of instant coffee

EXTRACTION and DRYING PROBLEMS—PRODUCT DEVELOPMENT

Consultants and Engineers to the soluble coffee industry

BERG, ZUCKERMAN and ASSOCIATES 245-03 62nd Ave.
Flushing 63, N. Y.

Solubles

Maxwell House tops instant in 17 out of 18 markets

Maxwell House Instant Coffee is the leading brand in 17 of 18 markets covered by the 1954 Consolidated Consumer Analysis, the survey's figures show.

The General Foods product is bought by over 25 per cent of the consumers in each of the markets in which it leads, with the ratio ranging upwards to 60.5 per cent in Omaha.

Nescafe is the second brand in most of the markets surveyed, and Borden's is third.

Of those consumers who used instant coffee—their proportions ranged from 25.9 per cent to 60.4 per cent—the greatest number used it less than once a day, the survey indicates.

The 19 newspapers which participated in the survey were Cincinnati *Times-Star*, Columbus *Dispatch-Ohio State Journal*, Duluth (Minn.) *Herald and News-Tribune*, Fresno, (Calif.) *Bee*, Honolulu *Star-Bulletin*, Indianapolis *Star and News*, Long Beach (Calif.) *Independent Press-Telegram*, Milwaukee *Journal*, Modesto (Calif.) *Bee*, Omaha *World-Herald*.

Also, Portland *Oregon Journal*, Phoenix (Ariz.) *Republic and Gazette*, Portland (Me.) *Press Herald-Evening Express*, Sacramento (Calif.) *Bee*, Salt Lake City *Tribune and Deseret News*, San Jose (Calif.) *Mercury-News*, Seattle *Times*, St. Paul (Minn.) *Dispatch and Pioneer Press*, and Washington *Star*.

Copies of the study are available from the newspapers.

Instant coffee acceptance in Indianapolis rose more than twice as much in the last year than in any other year since 1950, according to the 1954 Indianapolis *Star* and *News Consumer Analysis*.

The figures show 45.1 per cent of consumers questioned in the area now buy instant coffee, against 34.8 per cent in 1953, 30 per cent in 1952, 25.7 per cent in 1951, and 22.2 per cent in 1950.

By contrast, package coffee buying dropped from 91.3 per cent in 1953 to 88.1 per cent this year. However, well over half of those questioned drink coffee morning and evening, while almost half drink instant coffee less than once a day.

Maxwell House is the leading brand of both regular and instant, retaining its 1953 position.

The coffee situation apparently aided tea sales too, since buying of package tea bounced back to a 56.8 percentage after declining from 58.2 per cent in 1952 to 42.3 per cent in 1953.

Instant coffee has more users than at any time since 1948, when the *Times'* first survey was made, but few families use the product regularly. The survey shows 38.8 per cent buy instant coffee, up from 27.1 per cent last year and from 17.7 per cent in 1948.

But those who use it three times a day are only 4.8 per cent of the families reporting; twice a day, 9.5 per cent; once a day, 31.2 per cent; and less often, 54.5 per cent, it was reported.

AUGUST, 1954

Maxwell House is the brand preferred by 57.4 per cent, showing a big gain from the 35.6 per cent reported last year.

El Salvador may build own instant coffee plant

El Salvador may have its own instant coffee plant, if business men and coffee growers carry through present plans.

Although El Salvador is an important coffee exporter, instant coffee made in the United States is in good demand. It is preferred by many people to use in hot milk instead of the customary coffee extract, made laboriously by the drip method.

Augustin Ferreiro, chairman of the governing board of the Asociacion Cafetalera de El Salvador, said in the organization's annual report that an instant coffee plant, consuming a raw material produced entirely within the country, would be of considerable benefit.

He said it would also contribute to raising domestic consumption of good coffee among the different social classes, which in turn would be an advantageous situation in case of world over-production of coffee. It would also give employment to a considerable number of Salvadorean workers, he pointed out.

Says instant coffee sales jumped in 1954

About 19 per cent more instant coffee was sold in the first three months of 1954 than in the same period last year.

This is reported by the American Institute of Food Distribution, Inc., New York City, based on information from 1,500 retailers and wholesalers throughout the United States.

Sales of regular coffee, on a poundage basis, dropped 15 per cent.

Tea volume was up from 15 to 25 per cent.

Standard Brands building new instant plant in New Orleans

Standard Brands Inc. is building a new instant coffee plant in New Orleans.

This was revealed by Joel S. Mitchell, president, in his annual report.

He said much of the cost of the new soluble factory was included in \$5,500,000 or more the company is spending on capital outlay in 1954.

Nearly 36 per cent of Illinois families buy instant coffee

Nearly 36 per cent—35.7, to be exact—of Illinois families buy instant coffee.

This was revealed by the Illinois Daily Newspaper Markets Ninth Annual Illinois Consumer Analysis.

**YOU
CAN GET
AND CONTROL
YOUR SHARE
OF THE PROFITABLE
SOLUBLE COFFEE
BUSINESS WITH**



**YOUR
LABEL
INSTANT
COFFEE**

**THE SOLUBLE WITH THE
HIGHEST TASTE-TEST
RATING**

HARRISON COFFEE
CORPORATION
COFFEE PROCESSORS FOR THE TRADE
601 West 26th St., N.Y. 1, N.Y.
Phone: ALgonquin 5-3914

MEMBER OF



THE GREAT ATLANTIC & PACIFIC TEA CO.

**IMPORTERS, ROASTERS, RETAILERS
OF FINE COFFEE**

Represented in

BRAZIL AND COLOMBIA

By the

AMERICAN COFFEE CORPORATION



is preferred -- because of its

- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

Plus: Expert Care in Final Removal of Defects

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI

Marketing

(Continued from page 16)

PACB runs dramatic coffee ads

in Life, Saturday Evening Post

Powerful, full-page advertisements dramatizing the lift provided by the coffee break appeared last month in *Life* and in *The Saturday Evening Post*.

Sponsored by the Pan-American Coffee Bureau, two such full page ads opened PACB's new consumer campaign.

In addition, fractional pages will appear in these magazines and in leading Sunday newspaper supplements, with a combined circulation of over 30,000,000, it was announced by John A. Burns director of advertising.

The Bureau's program also includes radio announcements, Tuesday and Thursdays between 8:00 and 8:30 p.m. E.D.T., on 500 stations of the Mutual Broadcasting System, reaching several million families each week.

"All of this advertising is designed to help keep the public sold on good coffee as an enjoyable beverage any time of the day," Mr. Burns said. "We hope it will help you sell more of your brand by working to keep coffee America's favorite beverage."

Martinson's broadcasts market

"best buy" tips to housewives

Martinson's Coffee has introduced a new weekly radio series. Broadcast every Tuesday morning at 9:15 a.m. over every New York City station except WNBC, "Martinson Market Report" tips housewives off to the best weekly buys in meats, fish, poultry, fruits and vegetables as reported by the New York City Department of Markets.

Retailers in the metropolitan area get a chance to plug their most plentiful items and consumers can find out what fresh foods are "bargains."

Martinson's benefits doubly. They win goodwill and retailers who like the "tip" service. Also, their commercial ties into the theme: The best buys for your money is the best your money can buy . . . and that's Martinson's Coffee and Martinson's Instant Jomar Coffee . . .

Ulrich named Beech-Nut ad manager

The Beech-Nut Packing Co., at Canjoharie, N. Y., has appointed John A. Ulrich advertising manager.

Mr. Ulrich has been with Beech-Nut since 1949, when he went to work at Canjoharie as head of the company's Market Research Department.

In 1952, Mr. Ulrich went to New York as assistant to the advertising manager, Ralph Foote. When Mr. Foote resigned two years ago, Mr. Ulrich became acting advertising manager.

In his new position, his office will remain in New York.

Jenkins heads Coast coffee

sales for S & W Fine Foods

S & W Foods, Inc. announced the appointment of Peter D. Jenkins as coffee sales manager for the Pacific Coast area.

AUGUST, 1954



This four by five foot Kodachrome display, showing the coffee process from green bean to cup, is now available to industry groups as a vivid aid in telling the coffee story. Jabez Burns & Sons, Inc., New York City, which developed the display, says it can be had on loan, at no cost other than shipping charges. The display—a self-contained, back-lighted color transparency-type—has a main panel which shows a cutaway view of a coffee plant and a flow line which pictures coffee moving from the receiving department to shipment of the final product. The main panel has numbers keyed to individual Kodachrome transparencies around the edges of the display, illustrating details of the roasting process.

Until recently a food broker in Portland, Oregon, and formerly a salesman for Hills Bros. Coffee, Inc., Mr. Jenkins has had wide experience in coffee sales and merchandising.

A native of Montclair, N. J., he attended the University of Colorado and served as a Navy officer during World War II.

Goebel in charge of media for Nestle

Richard F. Goebel, a member of the advertising department of The Nestle Co., Inc., has been named advertising manager in charge of media, it was announced by Donald Cady, Nestle's vice president in charge of advertising and merchandising.

Mr. Goebel, who joined Nestle's in 1952, was formerly with Batten, Barton, Durstine and Osborn, Inc. He is employed at Nestle's executive offices in White Plains, N. Y., and lives with his wife and two children in Mt. Kisco.

During the World War II, Mr. Goebel saw service as an officer in the Navy.

"Make it milk" in the morning,

too, dairy industry urges

The milk industry is frankly out to capture the coffee break. Behind that decision is a \$4,000,000 kitty.

Now the dairy people are broadening their objectives. Spot ads running in West Coast newspapers include this message:

"The first thing in the morning . . . make it milk."

Willmar, Minn., revels in annual kaffee fest

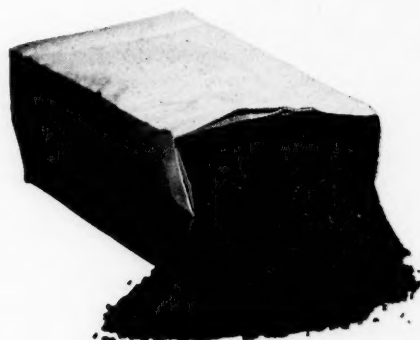
Coffee lovers in Willmar, Minn., a predominately Scandinavian community, downed some 42,000 cups of coffee recently and it didn't cost them a cent.

The chamber of commerce furnished the coffee, number one attraction in Willmar's ninth annual kaffee fest.

All comers were served at a huge coffee bar set up at a downtown intersection.



Financing COFFEE



from the bean to the bag!

To produce coffee it takes the proper soil, the right climate, and—*credit*. Bank of America, by maintaining a special department in coffee financing, offers expert assistance to the planter... the shipper... the American importer and distributor. If the international credit facilities of the world's largest bank can assist *you*, wire or write Bank of America, 300 Montgomery St., San Francisco, or 660 South Spring St., Los Angeles—attention International Banking Department.

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NATIONAL TRUST AND SAVINGS ASSOCIATION
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

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Bank of America (International), 40 Wall Street, New York

THE WORLD'S BEST MILD COFFEES



FOR YOUR BEST BLENDS USE
THE BEST MILD COFFEES IN
THE WORLD WHICH ARE
PRODUCED IN:



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• DOMINICAN REPUBLIC

• EL SALVADOR • GUATEMALA

• HAITI • HONDURAS • MEXICO

• NICARAGUA • PANAMA • PUERTO RICO



FEDECAME (FEDERACION CAFETALERA CENTRO AMERICA-MEXICO-EL CARIBE)

ADDRESS: FEDECAME

BOX 739

SAN SALVADOR, EL SALVADOR



Better coffee from Ethiopia

aim of U. S. foreign mission

The building of new facilities in Ethiopia to improve the processing, grading and standards of coffee exports is one of the aims of a U. S. Foreign Operations Administration mission.

FOA marketing specialist Edgar G. de Laski is now in Ethiopia to help develop that country's coffee exports, as well as exports of other commodities.

The project is being handled in cooperation with the Ethiopian government's Ministry of Commerce.

Mr. de Laski pointed out that Ethiopia pays about \$3.50 to every dollar contributed by the United States on such Point 4 projects.

Mr. de Laski is associated in this work with George Andrews, head of the industrial division of the FOA's Ethiopian mission.

With the marketing specialist are three FOA industrial engineers.

Mr. de Laski suggested that U. S. importers of Ethiopian coffee pass on to him any suggestions they might have in connection with the processing, grading, or other handling of the product.

Mr. de Laski can be reached care of the American Embassy Addis Ababa, Ethiopia.

Coffee hijackers promptly nabbed;

stole 200 bags of green coffee

Hijackers who kidnapped a truck driver on the Brooklyn, N. Y., waterfront at gunpoint and stole his truckload of

200 bags of green coffee were captured a few days later by the Federal Bureau of Investigation.

Mathew Pellegrino, a driver for the Brookhattan Trucking Co., Inc., had picked up a truckload of coffee at the Royal Netherlands Steamship Co., pier at the foot of 31st Street, Brooklyn, in midafternoon.

As he was preparing to take the shipment to the Pennsylvania Railroad freight yards at 29th Street and the North River, for transshipment to Toledo, Ohio, two gunmen held him up and forced him into a nearby auto. The truck was driven away. Two hours later he was put out of the car, which sped away.

The F. B. I. recovered the coffee, valued at \$30,000, in a raid on a garage in Jersey City, N. J.

Seven suspects were arrested, five of them in Coney Island. Two of the seven were joint owners of a Brooklyn garage.

The F. B. I. said the stolen coffee had been taken to the Brooklyn garage, had been unloaded from the Brookhattan truck, and had been reloaded on other trucks for shipment to the garage in Jersey City.

Thruway tourists want coffee

available at all hours

Coffee preferences were among the highway eating habits pinpointed by the New York State Thruway Authority in a recent survey.

The highway traveler, according to the study, wants coffee available at all hours.

The preferred strength is a pound of first grade coffee to two and a half gallons of water.

He also wants a seven ounce cup.



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GREEN COFFEE DEPARTMENT

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New York Coffee & Sugar Exchange
Green Coffee Association of N. Y.
National Coffee Association
Pacific Coast Coffee Association

On the menu

developments among public feeding outlets

Iced coffee inaugurated at Chock Full O' Nuts; coffee ice cubes used

Chock Full O' Nuts is offering iced coffee for the first time in its history, using a unique method—ice cubes made out of coffee as the basic ingredient.

At present, the beverage is available in only two of the 25 Chock Full O' Nuts restaurants in New York City. Expansion to the other restaurants is awaiting delivery of special equipment.

According to William Black, president, the iced coffee was first introduced at the Chock Full O' Nuts restaurant on West 42nd Street. Acceptance was so outstanding it was made available at the Lexington Avenue—43rd Street branch.

On a recent warm day, more than 1,000 glasses of this iced coffee were ordered at the two restaurants, it was reported. A 12-ounce glass is sold for 15 cents.

The iced coffee is prepared in an unusual way. Hot coffee is poured into ice cube trays which are placed in a giant freezer. In two or three hours the cubes are frozen. They are then transferred to portable vacuum containers at the counters. Four of these cubes are placed in a 12 ounce glass and hot coffee is poured over them.

There is no dilution, as is the case when ordinary iced

coffee is served, the company comments. As long as the cubes are frozen, the coffee remains fresh, and keeps indefinitely, it is claimed.

Personnel men see unexpected benefits in coffee break

The industrial coffee break, which is now available to 59 per cent of U. S. workers, is being credited by personnel men with several unforeseen benefits.

In addition to increasing morale and productivity and reducing fatigue and accident rates, surveys of representative East Coast personnel directors have turned up other advantages, the Pan-American Coffee Bureau has announced.

The breaks tend to enforce the ban against smoking in plants which forbid the practice except at lunch and time-out periods. Employees who formerly sneaked a cigarette in the washroom in mid-morning or afternoon now wait for the regular break for their smoke. Regularly scheduled breaks also tend to keep work areas cleaner, the surveys show.

There are fewer untended phones during office breaks in firms which have instituted desk-side coffee service. This type of break also takes less time. In addition, it tends to discourage the practice of employees going outside the building for coffee.

In one firm 1,300 clerical employees, several hundred were away from their desks and "out for coffee" for long periods every morning. Desk-side service eliminated the practice and saved the company an estimated \$350,000 in time in three years.

Quality Coffees

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SANTOS

RIO DE JANEIRO

PARANAGUA

ANGRA

• CENTRAL AMERICANS

GUATEMALA

NICARAGUA

SALVADOR

COSTA RICA

• COLOMBIANS

MEDELLIN

ARMENIA

MANIZALES

TOLIMA

GIRARDOT

LIBANO

• ECUADORS

UNWASHED

WASHED

W. R. Grace & Co.

SAN FRANCISCO

NEW YORK

NEW ORLEANS

Brazilian Coffee Institute names new president; no policy change seen

The Brazilian Coffee Institute has a new president. Joao Pacheco e Chaves has been succeeded by Raul de Araupo Diederichsen, of Sao Paulo.

The announcement set off speculation that the move might herald basic changes in the policies of the Institute. This was denied by spokesmen for the organization, who said former policies would be continued.

Also appointed as executive directors were Vito Sa, from Minas Gerais; Newton Ferreira Paiva, from Parana; Otavio Cintra Leite, from Sao Paulo, and Nelson Costa Melo, from Espirito Santo.

S&W to build new office headquarters and coffee plant in San Francisco

S & W Fine Foods, Inc. has purchased a ten-acre industrial site off Bayshore Boulevard on the San Francisco-San Mateo County line for new office headquarters and a combined warehouse and coffee processing plant.

Estimated cost of the project, including the property, is in excess of \$2,500,000.

The building will complete the final link in the modernization program undertaken by the San Francisco food packing and distributing firm for its division offices and warehouses. New buildings have been erected since the war in New York City, Chicago, St. Louis, Seattle, Portland, Los Angeles and Berkeley.

Adrien J. Falk, S & W president, said construction will get under way within several months on the plant, which will include a two story 36,00-square-foot administration building and a 250,000-square-foot warehouse and manufacturing area.

The plant will be the headquarters of the S & W organization, which was founded in 1896 as a small wholesale grocery establishment and now has more than 1,200 employees, branches throughout the nation, and representation on every continent.

The concrete warehouse and plant will be one-story construction, except for a small two-story coffee cleaning compartment and a four-story tower required for gravity feed processing of green coffee beans.

The warehouse, 600 by 450 feet at its widest, will include modern assembly racks four tiers high, and handling equipment of the latest design to expedite assembly and shipping of orders. A new railroad spur track, will skirt the semi-circular contour of the warehouse.

Among the features of the two-story administration building will be a model store displaying the full line of S & W products, and a fully equipped food testing laboratory.

McCoy named to NCA staff

John J. McCoy has been appointed to the staff of the National Coffee Association, where he succeeds Richard Curry.

Mr. McCoy was formerly promotion manager of Everywoman's magazine. Before joining Everywoman's, he was a member of the marketing and merchandising staff of the William Esty Co., and an account representative for Batten, Barton, Durstine & Osborn, Inc.

AUGUST, 1954

MAXWELL HOUSE COFFEE



A Product of
General Foods

MEMBER OF
NCA

BOUGHT AND ENJOYED BY MORE
PEOPLE THAN ANY OTHER BRAND



Good to the Last Drop!

Green Coffee

- GENERAL BROKERS
- SPOTS
- SHIPMENTS
- F. O. B.'s

FAIRCHILD & BOLTE

91 Front Street

New York

Crops and countries

coffee news from producing areas

Bank of Brazil to finance coffee exporters at 87 cent minimum; market stiffens

The Bank of Brazil announced in Rio de Janeiro that it will finance coffee exporters who buy coffee in the interior for export at the minimum price of 87 cents per pound.

News of this announcement immediately stiffened prices in the New York market.

The minimum applies to new crop coffee which started moving to ports July 2nd.

The support action by the Bank of Brazil bolstered statements by government officials that the minimums would not be lowered.

Put 1954-1955 exports at 13,454,000 bags

Brazil's exportable coffee crop for 1954 will be 13,454,000 bags.

This was estimated by the Departamento de Economia e Assistencia a Cafeicultura of the Instituto Brasileiro de Cafe, it is reported by Octavio Veiga, Santos correspondent of COFFEE & TEA INDUSTRIES.

The Sao Paulo estimate, reviewed after the last rains, is 6,622,000 bags; Parana's, also reviewed after the rains, is of 1,700,000 bags; Minas Gerais, 3,017,000 bags; Espirito Santo, 1,414,000 bags; Rio de Janeiro 260,000 bags;

Bahia 220,000 bags; Goias 155,000 bags; Pernambuco, 60,000 bags; Matto Grosso, 6,000 bags.

Colombia raises export minimums

Colombia has raised the export minimum price on coffee sales from \$125 to 128 a bag (154 pounds), the new level on a New York, ex-dock basis, being equal to 87⁷/₈ cents a pound.

This rise in the minimums automatically increased the Colombian export tax by \$1.50 a bag. The tax is computed with \$115 as a base, and the shippers pay 50 per cent of everything above that level. With the new minimum the tax is computed on \$13 instead of \$10, as formerly. This makes the new tax \$6.50 a bag.

Put 1954-55 Colombia crop at 6,900,000 bags

Revised estimates place the total supply of Colombian coffee for the October 1st, 1953—September 30th, 1954, crop year at 8,529,000 bags, according to the U. S. Foreign Agricultural Service.

This includes a carryover of 1,629,000 bags from the preceeding crop year. Deducting estimated record exports of 6,500,000 bags and domestic consumption of 700,000 bags leaves an estimated carryover as of September 30th, 1954, of 1,329,000 bags.

A preliminary forecast places the 1954-55 coffee crop at 6,900,000 bags, making a total supply of 8,229,000 bags. The percentage of the 1954-55 output which will be derived from new plantings just coming into production is estimated at between four and five per cent.

A forecast of production of the 1954-55 coffee crop must of necessity be based on statistical calculation, since it

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is made almost four months before the beginning of the crop year.

The forecast of 6,900,000 bags, a crop of approximately the same size as the 1953-54 crop, has been calculated as follows:

The Colombian coffee crop during the past ten years, 1944-45 through 1953-54, has averaged slightly less than 6,000,000 bags per year. The number of trees in full production is now estimated to be at least 15 per cent greater than the average number in production during the cited ten years. Assuming normal weather conditions, the 1954-55 crop can thus be calculated at slightly under 6,900,000 bags.

India's 1953-54 crop near 30,000 tons

India's coffee crops are steadily increasing, and expectations from the 1953-54 season are nearer 30,000 tons than 29,000 tons, the revised estimate of the Indian Coffee Board, it is reported by Valale I. Chacko, editor and publisher of Planting & Commerce, India.

Taking the three seasons, 1952-53, 1953-54 and 1954-55, the average crop shows a distinct rise: 1952-53, 23,500 tons; 1953-54, 29,000; 1954-55, 22,500.

Consumption trends in India are not as clear as the data relating to production. It has not yet been proved beyond all reasonable doubt that the reduction in the price of coffee has had any effect on consumption. Sales figures are defective as indications of consumption. It is possible that the trade which allowed the stocks to run low during 1953 returned to buy from the Pool as soon as a firm decision on prices was taken in October. There was no sale in November 1953. Offers at the new rates started in December.

The carryover from last year was 7,525 tons, of which 1,000 tons were permitted to be exported. From the new crop, 5,000 tons have already been allowed, and a further 3,000 tons have been recommended for export by the Board. If agreed to, the exportable quantity will be 9,000 tons out of a total stock of about 36,500 tons and 27,500 tons for home consumption appears to be excessive.

Export prospects for India's quality coffees were great, but the pattern of the last few auctions for the home market show that with the fall in prices Indian consumers are insisting on superior coffees.

The preference would leave the exportable surplus mostly in inferior varieties and grades. There is a market abroad for even these grades, but India would not be in the export market with her quality coffees, which had built up her reputation.

"An assured market abroad for India's fine coffee exists," Mr. Chacko points out, "and whether or not we take advantage of it will be evident from the government's export policy of the five remaining months of 1954. In the whole range of India's exports, coffee is the only commodity that can now sell to a booming market."

Portugal to open new coffee areas

Portugal is going after her share of the world coffee boom.

A government announcement today said a 200-mile railroad will be built in the next two years from the Luanda seaport in Angola to Nova Caipemba to open up the rich interior region of Central Africa at a cost of 425,000,000 escudos (about \$15,000,000).

AUGUST, 1954

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NEW YORK

96 Front St.

NEW ORLEANS

225 Magazine St.

IMPORTERS - JOBBERS

COFFEE - TEA

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It's
Coffee-er
Coffee!

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77 Water Street, New York, N. Y.

Learn...and Live!

With good green coffees bringing 82¢ (or more) per pound you can reduce your roasted cost at least by 10¢ a pound by blending 2 oz. of Muller's first quality chicory with 14 oz. of coffee. What's more your customers will like both the flavor and the price.

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MALZONI & CO., LTD.

Coffee Exporters

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COFFEE EXTENDER

Roasted and Ground
Ready for Blending

write for SAMPLES

H. C. KNOKE and COMPANY
5728 W. Roosevelt Rd., Chicago 50, Illinois

Imports of coffee extender at "thousands of pounds a month", U. S. agent says

Coffee extenders continue to cut into sales of regular coffee.

In March, Buisman's Famous Dutch Flavoring was being imported at a rate of "many thousands of pounds a month". This was reported by the Fino Foods Processing Co., Burbank, Calif., sole U. S. importers of this coffee extender.

Since then, consumption of the product is known to have increased.

Some indication of the inroads into regular coffee made by the product is indicated by the fact that each pound of Buisman's "saves" from 15 to 20 pounds of coffee, according to a Fino Food Processing representative.

Buisman's has been sold for 87 years in almost every other country in the world, Fino's Food Processing reports. It was first imported into the U. S. as a bulk item in 1951.

First sales were to state hospital's penal institutions and large organizations serving sizeable quantities of coffee.

One major air line in this country, which began a shift to Buisman's this year, has stated it is already saving \$40,000 annually as a result. This saving is, of course, entirely in purchases of regular coffee.

State of Washington rules on coffee additives

An opinion on flavorings and colorings added to coffee has been issued by the Attorney General of the State of Washington.

Additives to stretch the number of cups are adulterants, the opinion indicates. Where the additive is merely a flavor intensifier, it is not an adulterant, the ruling declared.

How this would apply in practical terms puzzles coffee men.

Heres the Attorney General's opinion:

"Coffee to which coloring and flavoring have been added to improve its taste is not adulterated if the additive is not used to supplement a given weight in order to produce a greater number of cups of the brewed product but is a sort of catalyst which causes the coffee bean to exude its natural flavor in greater volume. Since such coffee is thereby improved, there is no concealed inferiority.

"The authority of the Director of Agriculture to promulgate a reasonable definition and standard of identity for any food does not extend so far as to empower him to require restaurants and service establishments to post notices that flavoring or coloring has been added to coffee.

Postum gets into coffee stretching act

Postum, a product of the General Foods Corp., is now in the coffee stretching act.

Yellow stickers are attached to the front of Postum packages. The stickers declare:

"S-T-R-E-T-C-H your coffee dollar! Mix Postum with $\frac{3}{4}$ coffee."

Atha heads Art Institute

Joseph S. Atha, vice president of the Folger Coffee Co., has been elected president of the Kansas City Art Institute and School of Design.

Chock Full O' Nuts sets up Brooklyn plant to do own roasting of coffee

The Chock Full O'Nuts Coffee Co. has taken a 21-year lease on a new building in Brooklyn, N. Y., and has installed modern equipment to do its own roasting of coffee.

This was revealed by Chock Full O'Nuts president William Black.

Previously, the company had its coffee trade-roasted.

The structure, leased from builder Richard Zirinsky, has 20,000 square feet.

Machinery costing more than \$250,000 was installed, gearing Chock Full O'Nuts coffee volume to more than 10,000 pounds per hour, it was stated.

Installation was completed, and the plant started operation, on July 19th.

The plant measures 200 x 100, with a 17½ foot ceiling. Facilities include storage bins on the roof and below the main floor.

Coffee roasting equipment was manufactured according to specifications of Chock Full O'Nuts engineers by the B. F. Gump Co., Chicago, it was explained.

The coffee company declared that its engineers "had conquered the smoke and odor problem and that neither smoke nor odors will emanate from the plant because of special equipment installed for that purpose."

Here's how Chock Full O'Nuts describes the operation of its new plant:

"The entire coffee roasting operation, from receipt of the incoming green coffee to roasting, blending, testing, and packing into vacuum tins, is performed on the one floor. The green coffee comes in at one end of the 200-foot frontage and the finished vacuum packed coffee—two dozen cans to a carton—goes out on a loading platform at the other end. From the time the green coffee is poured into the machine which starts the production line operation, it is untouched by human hands.

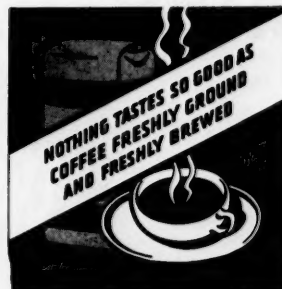
"The wide area at the entrance ramp can accommodate coffee shipments from several trucks at the same time. Thirty-eight thousand pounds of coffee can be unloaded in 40 minutes, a task which used to require several hours. Provision has been made for a stock area to accommodate 1,000,000 pounds of green coffee. Adjacent to this area is a massive scale built into the floor, capable of weighing shipments up to 5,000 pounds with an accuracy within 1/100th of one per cent. Also close to the receiving area is a sizeable testing laboratory, where the incoming coffee beans will be continually tested for quality and taste.

"The roasting process, according to Chock Full O'Nuts engineers, includes several departures from ordinary methods. After being stacked and weighed, the raw coffee is placed into a magnetic separator which rejects foreign substances. An ingenious system of elevators automatically moves the coffee into a group of hoppers. The coffee is then moved to another machine where it is dry cleaned.

"Again it is moved into hoppers. The coffee is then ready for roasting. Although it is a general practice to roast all the beans together, in the new process each type of coffee bean is roasted according to its requirements. Some beans are riper than others and require less roasting for maximum flavor.

"The roasting machines are unusual in that the interior

(Continued on page 62)



**Especially if ground on a
Grindmaster!**

Bag packed coffees are holding their own—write us for details on how you can promote your whole bean coffee sales.

**AMERICAN DUPLEX CO.
LOUISVILLE 2, KY.**

ARK-TITE

The Penny Pinching Bag!

ARK-TITE is the most thrifty way to package coffee. Coffee packaged in ARK-TITE is fresh on delivery — and remains fresh over a longer period of time than in conventional coffee bags.

Features of Arkell & Smiths' ARK-TITE BAG

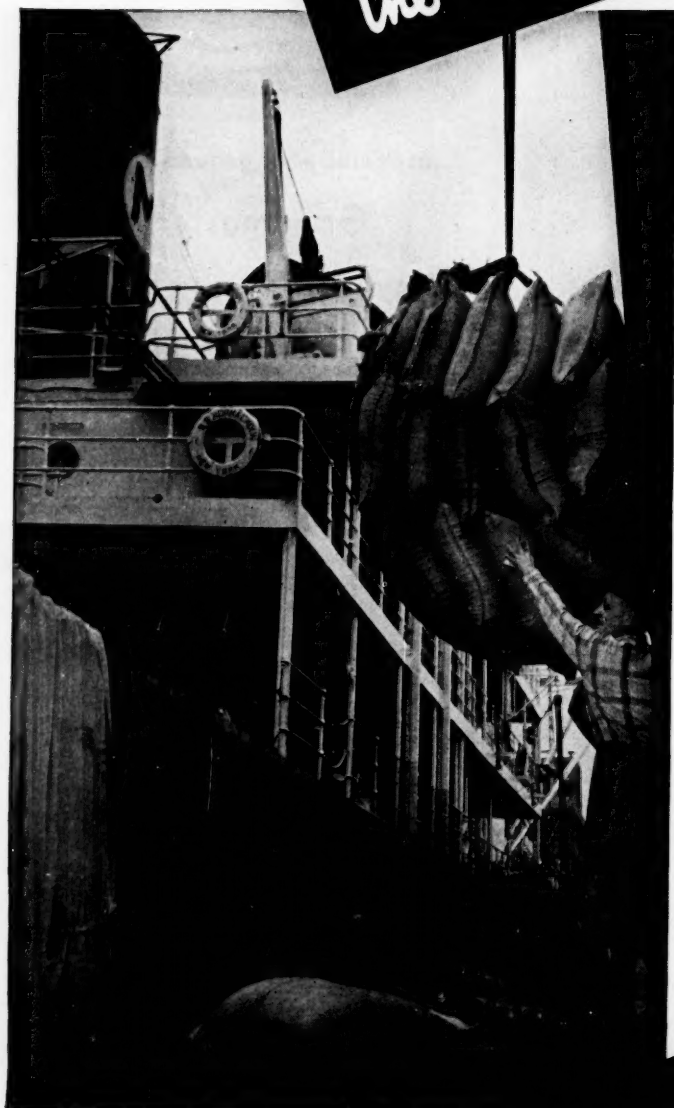
- ★ Pliofilm lined means maximum protection.
- ★ Heat-sealed bottoms and closures.
- ★ SOS Automatic style for easy filling and upright shelf display.
- ★ Printed in up to 4 colors with attractive high gloss inks.

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Without ships, the American public would know coffee only as a rare and expensive luxury. Ships are an essential factor in the coffee trade.

To the maintenance of that trade, Moore-McCormack Lines devotes a major share of its operations. Its large fleet of modern ships, including the fast passenger-cargo liners of the Good Neighbor Fleet and big C-3 cargo liners which are the last word in efficiency, keeps coffee moving in an unceasing flow from Brazil northward to the United States.

The coffee trade can rest assured that, in the future as in the past, Moore-McCormack Lines will consistently devote its energies to the kind of service—swift, frequent and dependable—which will serve the best interests of the industry and the American consumer.

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OFFICES IN PRINCIPAL CITIES OF THE WORLD

Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber West African Line
Barb-W'n—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brocklebank's Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran
Colombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines

Independence—Independence Line
JavPac—Java-Pacific Line
Lamp-Ho—Lampport & Holt Line, Ltd.
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mamenic Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
NYK—Nippon Yusen Kaisha Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Neth—Royal Netherland Steamship Co.
Robin—Robin Line
Royal Inter—Royal InterOcean Lines
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Swed-Am—Swedish American Line
UFruit—United Fruit Co.
West-Lar—Westfal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
GJ—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
Ml—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJUTLA			
8/18	Marna	UFruit	Cr8/26 N09/1
8/25	Mabella	UFruit	Cr9/2 NY9/10
9/1	Majorka	UFruit	NY9/17
9/3	Santa Fe	Grace	Cr9/16
9/6	Santa Cruz	Grace	LA9/14 SF9/16 Se9/21
9/9	Santa Fe	Grace	LA10/17 SF10/19 Se10/24
9/15	Alcyon	UFruit	Cr9/23 NY10/1
9/26	Marna	UFruit	Cr10/4 N010/10
9/29	Mabella	UFruit	Cr10/7 NY10/15
10/15	Santa Cruz	Grace	Cr10/28
11/20	Santa Cruz	Grace	LA11/28 SF11/30 Se12/5

ACAPULCO

8/30	Santa Fe	Grace	Cr9/16
10/11	Santa Cruz	Grace	Cr10/28

AMAPALA

8/23	Marna	UFruit	Cr8/26 N09/1
8/30	Mabella	UFruit	Cr9/2 NY9/10
9/2	Santa Cruz	Grace	LA9/14 SF9/16 Se9/21
9/6	Majorka	UFruit	Cr9/9 NY9/17
9/6	Santa Fe	Grace	Cr9/16
9/8	Santa Fe	Grace	LA10/17 SF10/19 Se10/24
9/20	Alcyon	UFruit	Cr9/23 NY10/1
10/1	Marna	UFruit	Cr10/4 N010/10
10/4	Mabella	UFruit	Cr10/7 NY10/15
10/5	Santa Fe	Grace	LA10/17 SF10/19 Se10/24
10/18	Santa Cruz	Grace	Cr10/28
11/16	Santa Cruz	Grace	LA11/28 SF11/30 Se12/5

BARRANQUILLA

8/10	Santa Teresa	Grace	NY8/18
8/11	La Baula	Independence	LA8/25 SF8/27 Po8/31 Va9/2 Se9/3
8/15	Choloma	UFruit	NY8/22
8/17	Santa Ana	Grace	Pa8/25 NY8/26

SAILS	SHIP	LINE	DUE
8/21	Santa Cruz	Grace	LA9/14 SF9/16 Se9/21
8/22	Lovland	UFruit	NY8/29
8/24	Santa Catalina	Graco	NY9/1
8/25	Aggersborg	UFruit	N09/5
8/28	Mafalda	UFruit	NY9/4
8/31	Santa Teresa	Grace	Pa9/8 NY9/9
9/4	Mataura	UFruit	NY9/11
9/7	Santa Ana	Grace	NY9/15
9/8	Avenir	UFruit	N09/19
9/11	Choloma	UFruit	NY9/18
9/18	Lovland	UFruit	NY9/25
9/22	Aggersborg	UFruit	N010/3
9/23	Santa Fe	Grace	LA10/17 SF10/19 Se10/24
9/25	Mafalda	UFruit	NY10/2
9/30	Mataura	UFruit	NY10/7
11/4	Santa Cruz	Grace	LA11/28 SF11/30 Se12/5

BARRIOS

8/10	Byfjord	UFruit	N08/14
8/13	Leon	UFruit	N08/16
8/16	Cape Cod	UFruit	NY8/22
8/17	Lempa	NFruit	N08/20
8/23	Copan	UFruit	NY8/30
8/25	Byfjord	UFruit	N08/29
8/29	Vindeggen	UFruit	NY9/5
8/31	Leon	UFruit	N09/3
9/5	Marauqui	UFruit	N09/3
9/7	Lempa	UFruit	N09/10
9/12	Cape Cod	UFruit	NY9/18
9/15	Byfjord	UFruit	N09/19
9/19	Copan	UFruit	N9/26
9/21	Leon	UFruit	N09/24
9/26	Vindeggen	UFruit	NY10/3
9/28	Lempa	UFruit	N010/1

BUENAVENTURA

8/12	Merchant	Gulf	Mo8/21 N08/24
8/15	Santa Luisa	Grace	NY8/23

SAILS	SHIP	LINE	DUE
8/16	La Baule	Independence	LA8/25 SF8/27 Po8/31 Va9/2 Se9/3
8/20	Shipper	Gulf	Ho9/1 N09/6
8/21	Santa Eliana	Grace	LA8/30 SF9/1 Se9/8
8/22	Santa Cecilia	Grace	NY8/30
8/27	Santa Cruz	Grace	LA9/14 SF9/16 Se9/21
8/29	Santa Margarita	Grace	NY9/6
9/3	Banker	Gulf	N09/19
9/5	Santa Isabel	Grace	NY9/13
9/8	Santa Juana	Grace	LA9/17 SF9/19 Se9/26
9/22	Santa Leonor	Grace	LA10/1 SF10/4 Se10/10
9/26	Santa Elisa	Grace	LA10/5 SF10/7 Se10/14
9/29	Santa Fe	Grace	LA10/17 SF10/19 Se10/24

CARTAGENA

8/13	Choloma	UFruit	NY8/22
8/20	Lovland	UFruit	NY8/29
8/23	Aggersborg	UFruit	N09/5
8/26	Mafalda	NFruit	NY9/4
9/2	Mataura	UFruit	NY9/11
9/6	Avenir	UFruit	N09/19
9/9	Choloma	UFruit	NY9/18
9/16	Lovland	UFruit	NY9/25
9/20	Aggersborg	UFruit	N010/3
9/23	Mafalda	UFruit	NY10/2
9/29	Mataura	UFruit	NY10/7

CHAMPERICO

9/8	Santa Cruz	Grace	LA9/14 SF9/16 Se9/21
10/11	Santa Fe	Grace	LA10/17 SF10/19 Se10/24
10/13	Santa Cruz	Grace	Cr10/28
11/22	Santa Cruz	Grace	LA11/28 SF11/30 Se12/5

CORINTO

8/11	Alcyon	UFruit	Cr18/14 NY8/22
8/17	Marna	UFruit	Cr18/26 N09/1
8/17	LaBaule	Independence	LA8/25 SF8/27 Po8/31 Va9/2 Se9/3
8/24	Mabella	UFruit	Cr9/2 NY9/10
8/31	Majorka	UFruit	Cr9/9 NY9/17

SAILS	SHIP	LINE	DUE
9/1	Santa Cruz	Grace	LA9/14 SF9/16 Se9/21
9/9	Santa Fe	Grace	Cr9/16
9/14	Alcyon	UFruit	Cr9/23 NY10/1
9/25	Marna	UFruit	Cr10/4 N010/10
9/28	Mabella	UFruit	Cr10/7 NY10/15
10/4	Santa Fe	Grace	LA10/17 SF10/19 Se10/24
10/21	Santa Cruz	Grace	Cr10/28
11/15	Santa Cruz	Grace	LA11/28 SF11/30 Se12/5

CRISTOBAL

8/12	Cholma	UFruit	NY8/22
8/14	Avenir	UFruit	N08/22
8/15	Alcyon	UFruit	NY8/22
8/27	Marna	UFruit	N09/1
8/31	Aggersborg	UFruit	N09/5
9/3	Mabella	UFruit	NY9/10
9/10	Majorka	UFruit	NY9/17
9/14	Avenir	UFruit	N09/19
9/23	Alcyon	UFruit	NY10/1
9/28	Aggersborg	UFruit	10/3

DAR es SALAAM

8/13	Roggeveen	Royal-Inter	LA10/6 SF10/10
8/14	Afr Lightning	Farrell	NY9/13
8/18	William	Lykes	N09/25
8/21	Lemaire	Royal-Inter	SF10/11 LA10/16 Po10/29 Se11/5 Vall/8
8/31	Van Heutsz	Royal-Inter	LA11/11 SF11/16
9/5	Afr Planet	Farrell	NY10/2
9/19	Afr Sun	Farrell	NY10/19
9/23	Mayo	Lykes	N010/31

EL SALVADOR

8/18	La Baule	Independence	LA8/25 SF8/27 Po8/31 Va9/2 Se9/3
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GUATEMALA

8/19	La Baule	Independence	LA8/25 SF8/27 Po8/31 Va9/2 Se9/3
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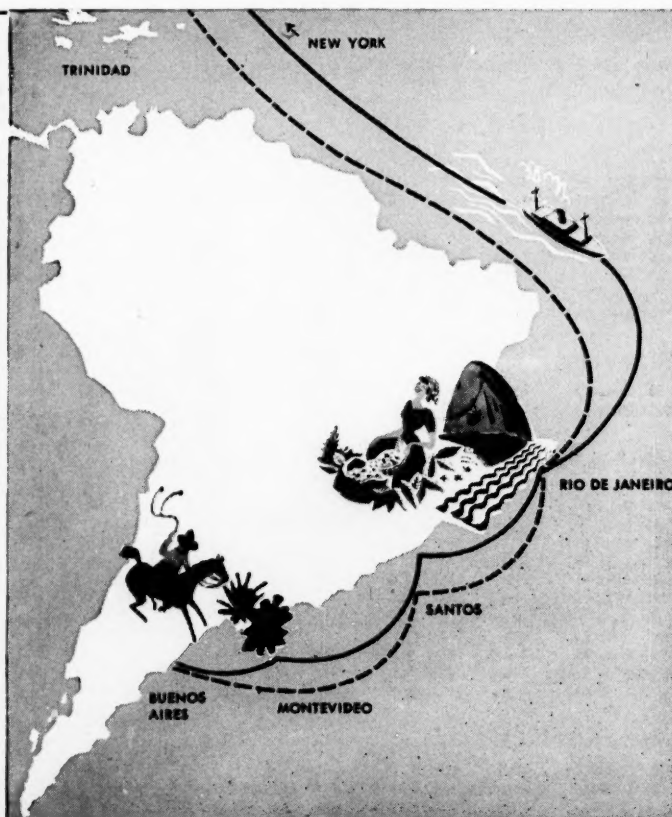
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SAILS SHIP LINE DUE

GUAYAQUIL

8/17	Santa Eliana	Grace	LA8/30	SF9/1	Se9/8
9/4	Santa Juana	Grace	LA9/17	SF9/19	Se9/26
9/22	Santa Elisa	Grace	LA10/5	SF10/7	Se10/14

LA GUAIRA

8/14	Santa Ana	Grace	Pa8/25	NY8/26
8/21	Santa Catalina	Grace	NY9/1	
8/28	Santa Teresa	Grace	Pa9/8	NY9/9
9/4	Santa Ana	Grace	NY9/15	

LA LIBERTAD

8/20	Marna	UFruit	Cr8/26	N09/1
8/27	Mabella	UFruit	Cr9/2	NY9/10
9/3	Majorka	UFruit	Cr9/5	NY9/17
9/5	Santa Fe	Grace	Cr9/16	
9/5	Santa Cruz	Grace	LA9/14	SF9/16 Se9/21
9/17	Alcyon	UFruit	Cr9/23	NY10/1
9/28	Marna	UFruit	Cr10/4	N010/10
10/1	Mabella	UFruit	Cr10/7	NY10/15
10/8	Santa Fe	Grace	LA10/17	SF10/19 Se10/24
10/17	Santa Cruz	Grace	Cr10/28	
11/19	Santa Cruz	Grace	LA11/28	SF11/30 Se12/5

LA UNION

8/22	Marna	UFruit	Cr8/26	N09/1
8/29	Mabella	UFruit	Cr9/2	NY9/10
9/4	Santa Cruz	Grace	LA9/14	SF9/16 Se9/21
9/5	Majorka	UFruit	Cr9/9	NY9/17
9/7	Santa Fe	Grace	Cr9/16	
9/19	Alcyon	UFruit	Cr9/23	NY10/1
9/30	Marna	UFruit	Cr10/4	N010/10
10/3	Mabella	UFruit	Cr10/7	NY10/15
10/7	Santa Fe	Grace	LA10/17	SF10/19 Se10/24
10/19	Santa Cruz	Grace	Cr10/28	
11/18	Santa Cruz	Grace	LA11/28	SF11/30 Se12/5

LIMON

8/10	Choloma	UFruit	NY8/22
8/13	Avenir	UFruit	N08/22
8/17	Lovland	UFruit	NY8/29
8/24	Mafalda	UFruit	NY9/4
8/29	Aggersborg	UFruit	N09/5
8/31	Mataura	UFruit	NY9/11
9/7	Choloma	UFruit	NY9/18
9/12	Avenir	UFruit	N09/19
9/14	Lovland	UFruit	NY9/25
9/21	Mafalda	UFruit	NY10/2
9/26	Aggersborg	UFruit	N010/3
9/27	Mataura	UFruit	NY10/7

LOBITO

8/21	Afr Patriot	Farrell	NY9/19
8/24	Afr Pilot	Farrell	NY9/13
8/26	Del Oro	Delta	N09/21
8/30	Taurus	Am-WAfr	USA9/30
9/12	Del Campo	Delta	N010/7
9/21	Afr Glade	Farrell	N010/11
10/4	Tabor	Am-WAfr	USA11/15
10/4	Del Rio	Delta	N010/30

LUANDA

8/18	Afr Patriot	Farrell	NY9/19
8/21	Del Oro	Delta	N09/21
8/21	Afr Pilot	Farrell	NY9/13
8/28	Taurus	Am-WAfr	USA9/30
9/8	Del Campo	Delta	N010/7
9/18	Afr Glade	Farrell	NY10/11
9/29	Del Rio	Delta	N010/30
10/2	Tabor	Am-WAfr	USA11/15

MATADI

8/15	Afr Patriot	Farrell	NY9/19
8/18	Del Oro	Delta	N09/21
8/18	Afr Pilot	Farrell	NY9/13
8/26	Taurus	Am-WAfr	USA9/30
9/5	Del Campo	Delta	N010/7

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SAILS	SHIP	LINE	DUE
9/15	Afr Glade	Farrell	NY10/11
9/25	Del Rio	Delta	N010/30
9/30	Tabor	Am-WAfr	USA11/15

MARACAIBO

8/15	Santa Cruz	Grace	LA9/14 SF9/16 Se9/21
8/15	Santa Sofia	Grace	NY8/24
8/22	Santa Monica	Grace	Pa9/30 NY9/31
8/29	Santa Clara	Grace	NY9/7
9/5	Santa Sofia	Grace	PA9/13 NY9/14
9/21	Santa Fe	Grace	LA10/17 SF10/19 Se10/24
11/2	Santa Cruz	Grace	LA11/28 SF11/30 Se12/5

MOMBASA

8/13	Roggeveen	Royal-Inter	LA10/6 SF10/10
8/21	Lemaire	Royal-Inter	SF10/11 LA10/16
8/24	Afr Planet	Farrell	NY10/2
8/30	Sarangani	JavPac	N010/15 LA10/28 SF10/30 Po11/3 Se11/6 Val1/10
8/30	William	Lykes	N09/25
8/31	Van Heutsz	Royal-Inter	LA11/11 SF11/16
9/7	Afr Sun	Farrell	NY10/19
10/3	Lawak	JavPac	LA11/28 SF11/30 Po12/3 Se12/6 Val2/10
10/6	Mayo	Lykes	N010/31
11/3	Kertosono	JavPac	LA12/28 SF12/31 Po1/3 Se1/6 Val1/10

PORT SWETTENHAM

8/29	Cingalese	Prince	Ha10/4 Bo10/7 NY10/8 Ba10/14
9/29	Malayan	Prince	LA11/3 Bo11/6 NY11/7 Ba11/13
10/29	British	Prince	Ha12/4 Bo12/7 NY12/8 Ba12/14

PUERTO CABELLO

8/16	Santa Sofia	Grace	NY8/24
8/23	Santa Monica	Grace	Pa8/30 NY8/31
8/30	Santa Clara	Grace	NY9/7
9/16	Santa Sofia	Grace	Pa9/13 NY9/14

PARANAGUA

8/10	Haiti	Lloyd	NY9/1
8/10	Bow Brasil	IFC	NY8/26 Pa8/28 Ba8/29 Bo8/31 M19/1
8/10	America	Lloyd	N08/30 Ho9/6
8/11	Mormacoak	Mormac	NY8/28 Bo8/30 Pa9/1 Ba9/3 NY9/4
8/12	Siranger	Wes-Lar	LA9/11 SF9/16 Po9/21 Se9/25 Va9/27
8/13	Del Mundo	Delta	N09/4 Ho9/9
8/16	Skogaland	Brodin	NY9/1 Bo9/3 Pa9/5 Ba9/7
8/17	Santos	Stockard	NY9/5 Ba9/7 Pa9/9
8/17	Nopal Branco	Nopal	N09/6 Ho9/9
8/17	Axeldyk	Hol-Int	NY9/4 Bo9/8 Pa9/10 Ba9/11 HR9/12
8/18	Mormacswan	Mormac	Ba9/8 Pa9/10 Bo9/12 NY9/14
8/19	Bowhill	IFC	NY9/8 Pa9/10 Ba9/12 Bo9/15 M19/19
8/20	Overo	Dodero	NY9/10 Bo9/16 Pa9/18 Ba9/21 NY9/22
8/23	Mormacpenn	Mormac	Ba9/13 Pa9/15 NY9/16 Bo9/18
8/27	Pathfinder	PAB	LA9/22 SF9/24 Va9/29 Se9/30 Po10/3
8/27	Itajai	Brodin	Ba9/14 NY9/16 Bo9/17 Pa9/18
8/28	Del Santos	Delta	N09/21 Bo9/26
8/30	Bolivia	Lloyd	NY9/21
8/30	Colombia	Lloyd	N09/19 Ho9/26
8/30	Mormacsea	Mormac	Jx9/17 Ba9/21 Pa9/23 Bo9/24 NY9/26
8/31	Aagledyk	Hol-Int	NY9/19 Bo9/21 Pa9/23 Ba9/24 HR9/25
9/1	Stella Marina	Nopal	N09/20 Ho9/23
9/2	Mormacrey	Mormac	LA9/26 SF9/29 Po10/4 Se10/6 Val0/9
9/6	Trader	PAB	LA10/4 SF10/6 Val0/12 Se10/13 Po10/17
9/7	Vigrid	Stockard	NY9/26 Ba9/28 Pa9/30
9/8	Del Albo	Delta	N09/30 Ho10/5
9/10	Chile	Lloyd	NY10/2
9/12	Grenanger	Wes-Lar	LA10/9 SF10/14 Po10/19 Se10/22 Val0/25
9/20	Canada	Lloyd	NY10/12
9/25	Del Viento	Delta	N010/19 Ho10/24
9/28	B.A.	Stockard	NY10/17 Ba10/19 Pa10/21
10/2	Del Valle	Delta	N010/26 Ho10/31

PUNTARENUS

8/13	Marna	UFruit	Cr8/26 N09/1
8/20	Mabella	UFruit	Cr9/2 NY9/10
8/27	Majorka	UFruit	Cr9/9 NY9/17

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SAILS	SHIP	LINE	DUE
8/30	Santa Cruz	Grace	LA9/14 SF9/16 Se9/21
9/10	Alcyon	UFruit	Cr9/23 NY10/1
9/13	Santa Fe	Grace	Cr9/16
9/21	Marna	UFruit	Cr10/4 N010/10
9/24	Mabella	UFruit	Cr10/7 NY10/15
10/2	Santa Fe	Grace	LA10/17 SF10/19 Se10/24
10/25	Santa Cruz	Grace	Cr10/28
11/13	Santa Cruz	Grace	LA11/28 SF11/30 Se12/5

RIO de JANEIRO

8/11	Argentina	Mormac	NY8/23
8/12	Eckero	SCross	NY8/30 Bo9/3 Pa9/6 Ba9/7 N9/8
8/13	Bow Brasil	IFC	NY8/26 Pa8/28 Ba8/29 Bo8/31 M19/1
8/14	Haiti	Lloyd	NY9/1
8/14	America	Lloyd	N08/30 Ho9/6
8/15	Siranger	Wes-Lar	LA9/11 SF9/16 Po9/21 Se9/25 Va9/27
8/18	Del Mundo	Delta	N09/4 Ho9/9
8/19	Skogaland	Brodin	Ba9/3 NY9/8 Bo9/10 Pa9/11
8/20	Santos	Stockard	NY9/5 Ba9/7 Pa9/9
8/21	Nopal Branco	Nopal	N09/6 Ho9/9
8/21	Axeldyk	Hol-Int	NY9/19 Ba9/21 Pa9/23 Ba9/24 HR9/25
8/22	Bowhill	IFC	NY9/8 Pa9/10 Ba9/12 Bo9/15 N19/19
8/23	Overo	Dodero	NY9/10 Bo9/16 Pa9/18 Ba9/21 N19/22
8/24	Mexico	Lloyd	NY9/11
8/24	Mormacrey	Mormac	LA9/26 SF9/29 Po10/2 Se10/6 Va10/9
8/26	Del Mar	Delta	N09/9
8/30	Itajai	Brodin	Ba9/14 NY9/16 Bo9/17 Pa9/18
9/1	Pathfinder	PAB	LA9/22 SF9/24 Va9/29 Se9/30 Po10/3
9/1	Brazil	Mormac	NY9/13
9/3	Bolivia	Lloyd	NY9/21
9/3	Colombia	Lloyd	N09/19 Ho9/26
9/4	Aagtedyk	Hol-Int	NY9/19 Bo9/21 Pa9/23 Ba9/24 HR9/25
9/4	Del Santos	Delta	N09/21 Ho9/26
9/5	Stella Marina	Nopal	N09/20 Ho9/23
9/9	Del Norte	Delta	N08/23
9/10	Vigrid	Stockard	NY9/26 Ba9/28 Pa9/30
9/13	Trader	PAB	LA10/4 SF10/6 Va10/12 Se10/13 Po10/17
9/13	Del Alba	Delta	N09/30 Ho10/5
9/14	Chile	Lloyd	NY10/2
9/15	Grenanger	Wes-Lar	LA10/9 SF10/14 Bo10/19 Se10/22 Va10/25
9/23	Del Sud	Delta	N010/7
9/24	Canada	Lloyd	NY10/12
10/1	B.A.	Stockard	NY10/17 Ba10/19 Pa10/21
10/2	Del Viento	Delta	N010/19 Ho10/24
10/9	Del Valle	Delta	N010/26 Ho10/31
10/14	Del Mar	Delta	N010/28

SAN JOSE

9/3	Santa Fe	Grace	Cr9/16
9/7	Santa Cruz	Grace	LA9/14 SF9/16 Se9/21
10/10	Santa Fe	Grace	LA10/17 SF10/19 Se10/24
10/14	Santa Cruz	Grace	Cr10/28
11/21	Santa Cruz	Grace	LA11/28 SF11/30 Se12/5

SANTOS

8/10	Mormacdale	Mormac	Jx8/25 Ba8/28 Pa8/30 Bo9/1 NY9/2
8/10	Eckero	SCross	NY9/30 Bo9/3 Pa9/6 Ba9/7 N19/8
8/12	Bow Brasil	IFC	NY8/26 Pa8/28 Ba8/29 Bo8/31 M19/1
8/12	America	Lloyd	N08/30 Ho9/6
8/12	Haiti	Lloyd	NY9/1
8/14	Siranger	Wes-Lar	LA9/11 SF9/16 Po9/21 Se9/25 Va9/27
8/14	Mormacosc	Mormac	NY8/28 Bo8/30 Pa9/1 Ba9/3 N19/4
8/16	Del Mundo	Delta	N09/4 Ho9/9
8/18	Skogaland	Brodin	Ba9/3 NY9/8 Bo9/10 Pa9/11
8/19	Axeldyk	Hol-Int	NY9/4 Bo9/8 Ja9/10 Ba9/11 HR9/12
8/19	Nopal Branco	Nopal	N09/6 Ho9/9
8/19	Santos	Stockard	NY9/5 Ba9/7 Pa9/9
8/21	Bowhill	IFC	NY9/8 Pa9/10 Ba9/12 Bo9/15 M19/19
8/22	Mexico	Lloyd	NY9/11
8/22	Overo	Dodero	NY9/10 Bo9/16 Pa9/18 Ba9/21 N19/22
8/24	Mormacswan	Mormac	Ba9/8 Pa9/10 Bo9/12 NY9/14
8/25	Del Mar	Delta	N08/9
8/28	Mormacpenn	Mormac	Ba9/13 Pa9/15 NY9/16 Bo9/18 M19/23
8/29	Itajai	Brodin	Ba9/14 NY9/16 Bo9/17 Pa9/18
8/30	Pathfinder	PAB	LA9/22 SF9/24 Va9/29 Se9/30 Po10/3
9/1	Del Santos	Delta	N09/21 Ho9/26
9/1	Mormacrey	Mormac	LA9/26 SF9/29 Po10/4 Se10/6 Va10/9
9/1	Colombia	Lloyd	N09/19 Ho9/26
9/2	Aagtedyk	Hol-Int	NY9/19 Bo9/21 Pa9/23 Ba9/24 HR9/25
9/3	Stella Marina	Nopal	N09/20 Ho9/23
9/3	Mormacsea	Mormac	LA9/26 SF9/29 Po10/4 Se10/6 Va10/9
9/8	Del Norte	Delta	N09/23
9/9	Vigrid	Stockard	NY9/26 Ba9/28 Pa9/30

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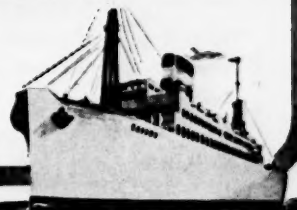
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SAILS	SHIP	LINE	DUE
9/11	Del Alba	Delta	N09/30 Ho10/5
9/11	Trader	PAB	LA10/4 SF10/6 Val0/12 Se10/13 Po10/17
9/12	Chile	Lloyd	NY10/2
9/14	Grenanger	Wes-Lar	LA10/9 SF10/14 Po10/19 Se10/22 Val0/25
9/22	Canada	Lloyd	NY10/12
9/22	Del Sud	Delta	N010/7
9/29	Del Viento	Delta	N010/19 Ho10/24
9/30	B.A. Stockard	Stockard	NY10/17 Ba10/19 Pa10/21
10/6	Del Valle	Delta	N010/26 Ho10/31
10/13	Del Mar	Delta	N010/28

VICTORIA

8/16	America	Lloyd	N08/30 Ho9/6
8/16	Haiti	Lloyd	NY9/1
8/20	Del Mundo	Delta	N09/9
8/26	Mexico	Lloyd	NY9/11
9/5	Bolivia	Lloyd	NY9/21
9/5	Colombia	Lloyd	N09/19 Ho9/26
9/6	Del Santos	Delta	N09/21 Ho9/26
9/15	Del Alba	Delta	N09/30 Ho10/5
9/16	Chile	Lloyd	NY10/2
9/26	Canada	Lloyd	NY10/12
10/4	Del Viento	Delta	N010/19 Ho10/24
10/11	Del Valle	Delta	N010/26 Ho10/31

TEA BERTHS

CALCUTTA

8/10	Exminster	Am-Exp	Bo9/13 NY9/15
8/22	Exton	Am-Exp	Bo9/25 NY9/27
8/22	City Bristol	Ell-Buck	Bo9/24 NY9/25 Pa9/29 Nf10/1 Fa10/2
9/8	City Singapore	Ell-Buck	Ba10/11 NY10/12 Pa10/15 Nf10/17 Ba10/19
9/8	City Barcelona	Ell-Buck	St Jo10/18 M10/23
9/10	Express	Am-Exp	Bo10/15 NY10/17
9/16	Exemplar	Am-Exp	Bo10/22 NY10/24
9/22	City Durham	Ell-Buck	Bo10/25 NY10/26 Pa10/28 Nf10/30 Ba11/2
10/5	City Capetown	Ell-Buck	St Jo11/8 M11/13
10/10	Exchequer	Am-Exp	Bo11/15 NY11/17

COCHIN

8/10	Javanese	Prince	Ha9/3 Bo9/6 NY9/7 Ba9/13
8/18	Exminster	Am-Exp	Bo9/13 NY9/15
8/30	Exton	Am-Exp	Bo9/25 NY9/27
9/10	Cingalese	Prince	Ha10/4 Bo10/7 NY10/8 Ba10/14
9/18	Express	Am-Exp	Bo10/15 NY10/17
9/26	Exemplar	Am-Exp	Bo10/22 NY10/24
10/10	Malayan	Prince	Ha11/3 Bo11/6 NY11/7 Ba11/13
10/20	Exchequer	Am-Exp	Bo11/15 NY11/17
11/10	British	Prince	Ha12/4 Bo12/7 NY12/8 Ba12/14

COLOMBO

8/14	Exminster	Am-Exp	Bo9/13 NY9/15
8/19	Mandeville	Barb-Frn	Gulf9/30
8/20	Silvercrest	JavPac	LA10/5 SF10/10 Po10/16 Se10/19 Val0/21
8/21	Cornelius	Maersk	NY9/24
8/26	Exton	Am-Exp	Bo9/25 NY9/27
9/5	Ferndale	Barb-Frn	Gulf10/17
9/7	Cingalese	Prince	Ha10/4 Bo10/7 NY10/8 Ba10/14
9/8	Leise	Maersk	NY10/13
9/14	Express	Am-Exp	Bo10/15 NY10/17
9/19	Fernbay	Barb-Frn	Gulf10/30
9/20	Exemplar	Am-Exp	Bo10/22 NY10/24
9/21	Arnold	Maersk	NY10/25
10/5	Fernsea	Barb-Frn	Gulf11/17
10/7	Malayan	Prince	N Ha11/3 Bo11/6 NY11/7 Ba11/13
10/8	Hulda	Maersk	NY11/9
10/14	Exchequer	Am-Exp	Bo11/15 NY11/17
10/21	Laura	Maersk	NY11/23
11/7	British	Prince	Ha12/4 Bo12/7 NY12/8 Ba12/14
11/8	Else	Maersk	NY12/12

DJAKARTA

8/12	Ferndale	Barb-Frn	Gulf 10/17
8/12	Sylvia	Lykes	N09/27
8/18	Leise	Maersk	NY10/13
8/28	Fernbay	Barb-Frn	Gulf10/30
9/7	Norman	Lykes	N010/26
9/9	Fernsea	Barb-Frn	Gulf 11/17
9/18	Hulda	Maersk	NY11/9

SAILS	SHIP	LINE	DUE
9/18	Malayan	Prince	Hal1/3 Boll/6 NY11/7 Bal1/13
10/6	British	Prince	Hal2/4 Boll/7 NY12/8 Bal2/14
10/18	Else	Maersk	NY12/12

DJIEOUTI

9/4	Extom	Am-Exp	Bo9/25 NY9/27
10/1	Exemplar	Am-Exp	Bo10/22 NY10/24

HONG KONG

8/10	Tide	Pioneer	NY9/15
8/10	Hongkong	PacTrans	SF8/28 LA8/31
8/18	Jeppesen	Maersk	SF9/11 NY9/30
8/21	Wave	Pioneer	NY10/4
9/3	Olga	Maersk	SF9/26 NY10/15
9/18	Susan	Maersk	SF10/10 NY10/27
10/3	Maren	Maersk	SF10/26 NY11/12
10/18	Chastine	Maersk	SF11/11 NY11/28
11/3	Johannes	Maersk	SF11/26 NY12/13

KOBE

8/10	Peter	Maersk	SF8/26 NY9/14
8/13	Tide	Pioneer	NY9/14
8/14	Hongkong	PacTrans	SF8/28 LA8/31
8/26	Jeppesen	Maersk	SF9/11 NY9/30
8/28	Yamaharu	Yamashita	LA9/13 Cr9/23 NY9/28
9/6	Olga	Maersk	SF9/26 NY10/15
9/12	Yamasato	Yamashita	LA9/30 Cr10/10 NY10/15
9/21	Susan	Maersk	SF10/10 NY10/27
10/6	Maren	Maersk	SF10/26 NY11/12
10/21	Chastine	Maersk	SF11/11 NY11/28
11/6	Johannes	Maersk	SF11/26 NY12/13

SHIMIZU

8/13	Peter	Maersk	SF8/26 NY9/14
8/15	Tide	Pioneer	NY9/14
8/16	Hongkong	PacTrans	SF8/28 LA8/31
8/28	Jeppesen	Maersk	SF9/11 NY9/30
8/30	Yamaharu	Yamashita	LA9/13 Cr9/23 NY9/28
9/12	Olga	Maersk	SF9/26 NY10/15
9/15	Yamasato	Yamashita	LA9/30 Cr10/10 NY10/15
9/27	Susan	Maersk	SF10/10 NY10/27
10/12	Maren	Maersk	SF10/26 NY11/12
10/27	Chastine	Maersk	SF11/11 NY11/28
11/12	Johannes	Maersk	SF11/26 NY12/13

TANGA

8/13	Ruggeveen	Royal-Inter	LA10/6 SF10/10
8/21	Lemaire	Royal-Inter	LA10/16 SF10/11 Po10/29 Sell/5 Vall/8
8/24	William	Lykes	N09/25
8/25	Afr Planet	Farrell	NY10/2
8/31	Van Heutsz	Royal-Inter	LA11/11 SF11/16
9/8	Afr Sun	Farrell	NY10/19
9/30	Mayo	Lykes	N010/31

YOKOHAMA

8/15	Peter	Maersk	SF8/26 NY9/14
8/16	Tide	Pioneer	NY9/14
8/17	Hongkong	PacTrans	SF8/28 LA8/31
8/31	Jeppesen	Maersk	SF9/11 NY9/30
8/13	Yamaharu	Yamashita	LA9/13 Cr9/23 NY9/28
9/15	Olga	Maersk	SF9/26 NY10/15
9/16	Yamasato	Yamashita	LA9/30 Cr10/10 NY10/15
9/30	Susan	Maersk	SF10/10 NY10/27
10/15	Maren	Maersk	SF10/26 NY11/12
10/31	Chastine	Maersk	SF11/11 NY11/28
11/15	Johannes	Maersk	SF11/26 NY12/13

¹Accepts freight for New York, with transshipment at Cristobal, C. Z.

²Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C. Z.

Two types of extenders made by Knoke

Two types of coffee extenders are now being manufactured by H. C. Knoke and Co., Chicago.

One is roasted ground pearl barley, the other is a vegetable mix called Conserve Coffee Extender.

Both are packed in 100 pound bags "and are ready for blending", Knoke declares.

AUGUST, 1954

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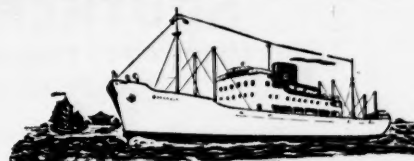
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Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Brazil	Supply—1st of Others	Month Total
1953							
January	1,764	804	942	1,746	730	321	1,051
February	1,733	721	948	1,669	756	441	1,197
March	1,666	734	1,022	1,756	832	438	1,270
April	2,039	753	1,351	2,104	835	375	1,210
May	1,080	539	663	1,202	644	403	1,047
June	1,475	576	744	1,320	475	374	849
July	1,561	734	949	1,683	624	470	1,094
August	1,079	408	630	1,038	712	38	750
September	2,157	1,090	836	1,926	724	401	1,125
October	1,313	732	766	1,498	720	483	1,203
November	1,551	761	701	1,388	863	365	1,228
December	2,181	1,142	1,095	2,237	1,203	332	1,535
1954							
January	998	838	821	1,659	1,075	385	1,460
February	1,746	664	1,278	1,942	881	511	1,392
March	1,806	735	1,224	1,959	755	479	1,234
April	1,350	634	814	1,448	852	365	1,217
May	1,089	532	499	1,031	687	362	1,049
June	1,231	303	789	1,092	452	439	891
July (1-26)	635	112	477	589

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The coffee outlook

In connection with the coffee outlook, the most talk at this writing has been stirred up by Brazil's actions to back up the minimums.

These actions ranged from statements by officials to the announcement by the Bank of Brazil that it would support exporters on the basis of the minimums.

In the market here, in New York, the actions have been greeted in different ways. These reactions are worthy of note. In part, they go into making up the tone of the market.

We're merely reporting them, without offering an opinion on them.

In the main, the bank support to exporters was taken at face value. The market stiffened immediately, and some of the undertone of softness disappeared.

At the same time, some elements said the announcement, in itself, was a sign of weakness. Brazil was "protesting too much", they felt.

If the situation were basically strong enough, Brazil wouldn't have to pump statements and new support actions into the picture, they said.

The actions on the minimums also sparked resentment among some coffee men. They found they were judging the market not in terms of availabilities and demand, but in terms of the question, "Did Brazil mean it?"

They didn't like having to pivot their policies on that question, since it was in a realm where it was difficult for them to apply judgement.

Most of these men had no doubt that in the long run, with a better supply situation, Brazil would not be able to keep a prop under prices.

They were concerned with now, and with the immediate future.

Some coffee men felt Brazil was making a serious mistake. They pointed to the continuing upside-down differentials between Brazils and Colombians. They noted the readiness with which Colombia was shipping out just about everything it could. They emphasized the increasing proportions of coffee coming from other sources.

All this, they said, meant that Brazil was paving the way for an increasingly unimportant part in the U. S.

Nevertheless, when it came to the test, buying policies reflected a belief that the market was not going to slide downwards in the near future.

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Editorials

FTC's report on coffee prices

As this issue goes to press, the Federal Trade Commission has issued its report after four months of investigating coffee prices.

The Commission summarized its results in an eight-page press release, a 33-page summary and a 1,100-page report to Congress.

A quick look at some of this material seems to confirm that you can buy smarter if you know in July what you will know in December; or if you know in December just where things will be in April.

The report does not, however, tell where to get a crystal ball that works.

The price spiral which occurred between December, 1953, and April, 1954, "cannot be explained in terms of the competitive laws of supply and demand," the report charges.

The spiral, FTC says, can be explained by six factors:

"1. Inadequate crop reporting.

"2. Speculation on the New York Coffee and Sugar Exchange by private Brazilian interests who entered the market and bought heavily just before the public announcement of the Brazilian government's increased coffee loan rate from 1,200 to 1,500 cruzeiros per bag.

"3. American speculation and abnormal buying for inventory by U. S. importers and large U. S. roasters.

"4. The announced increase in Brazil's minimum export price from 53 cents to 87 cents per pound effective July 1st, 1954.

"5. The 'restrictive contract' used in futures trading on the Exchange which limits trading to only about ten per cent of the annual U. S. coffee consumption and which in turn creates an 'unduly maneuverable' market.

"6. Trading irregularities on the Exchange."

The Commission recommended that Congress pass legislation to remedy three things: the narrowness of the futures contract, the inadequacies of basic marketing information, and trading irregularities.

FTC also notes that future prices will be affected by other things, "beyond the judicial and legislative powers of the United States government."

These other things include "minimum export prices, domestic price supports (similar to those in effect in the U. S.), exchange regulations, and other policy measures of the coffee-growing countries."

Initial responses from the industry were prompt, but strangely varied.

National Coffee Association president James M. O'Connor told the press a fair appraisal of the factual evidence in FTC's summary reveals "that the activities of the coffee roasting and importing trade of the United States

have in no way been adverse to the interests of the American consuming public."

Mr. O'Connor added that NCA "is impressed with the emphasis FTC attaches to the need for better crop reporting. FTC's recommendation that 'Congress provide for increases in the staffs of U. S. agricultural reporting officers stationed at embassies in the principal coffee-producing countries, reiterates the recommendations which NCA has repeatedly presented to the U. S. government.'"

Horacio Cintra Leite, president of the Pan-American Coffee Bureau, said that speaking for the growing nations, he resented the FTC statement on "inadequate crop reporting" if it implied that official government reports were used to affect coffee prices.

He added that even "the thoroughly modern and very efficient crop reporting service of the U. S. frequently makes significant errors in forecasts of production. These, in turn, have marked effects upon commodity markets which adjust themselves as the circumstances become known."

Mr. Leite charged the FTC report with fundamental errors of fact. Brazil's increase in export minimums to 87 cents was announced on June 3rd and became effective July 1st, he said, while green coffee prices reached their peak of 96.35 cents on April 2nd, and since then prices have moved down, not up.

Gustavo Lobo, Jr., president of the Exchange, called the FTC report, as far as the Exchange was concerned, "a smear." He flatly denied any irregularities on the Exchange contributed to price increases or decreases.

"The function of the Exchange is to reflect prices, not make them," he pointed out.

He said the FTC report made scurrilous statements about Exchange operations for which it offered no proof.

He emphasized that while the Exchange gave FTC the fullest cooperation, the commission "raised no questions about the so-called irregularities, but issued them without giving us an opportunity to explain or answer them."

There was little expectation any of the legislation suggested would even come up at this session of Congress, with both houses struggling to adjourn. And the next session is a long time off.

The greatest "impact of the report is probably in the field of public relations. New erroneous ideas about coffee have been poured into the public mind.

They are ideas which contemplate and intensify the public relations problems already confronting the industry.

The FTC report has underlined in cold, black strokes the need for carrying forward as speedily as possible industry plans for a massive public relations program.

5 important steps in our service to the Tea Trade



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multiple management, human relations in business reach the West Coast

When A. Schilling & Co. and Ben Hur became part of McCormick & Co., Inc., it meant more to the West Coast than the advent of this leading tea, extract and spice company. It meant the addition of a new idea in human relations in business.

Here's how that idea—multiple management—looks to a Westerner—Mark M. Hall, San Francisco representative of Coffee & Tea Industries, formerly The Spice Mill.

It is said that human nature does not change. Therefore, any advance in human relations can only be accomplished by improving the techniques of influencing men's actions. These improvements are notable in democratic forms of government, in business and industry, and in the home. In a democratic form of government, the limitation to achieving ideal human relations is found in the ever changing heads of government, often in the lack of capacity of the men who rule, but the system as a whole is flexible and slowly works toward betterment. In private industry, which in many cases is one man or family rule, the danger is lack of flexibility and a nondemocratic organization, where change only takes place under economic pressure.

However, under the necessity today for better human relations in business and industry, there has come the development of new techniques in handling men. In a strictly privately owned business, this change is not accomplished completely unless there is a spirit of benevolence and goodwill at the top of the organization. This is important, for no set of rules or organizational setup could achieve its purpose of better human relations unless the powers which prompt it have the sincere spirit of altruism. Industry lends itself to the successful accomplishment of these ends because of the permanence of its management and policies, its capacity to adapt itself quickly to new conditions, and its ability to choose superior men to guide its destinies.

The history of McCormick & Company, Inc., illustrates all of these general principles. The business was founded by Willoughby McCormick in 1886. He was a man of the old school and lived in the day of individualism in business. He dominated his organization. Nothing could be done without him, and his board of directors were "yes" men. The employees worked long hours and seasonally during the year. They felt no security and had very little loyalty. Wages were low.

Willoughby McCormick had a nephew, Charles, who went to work for him after his graduation from college. He did various things and traveled for the firm. Charles P. McCormick, besides being kindly disposed, was keen mentally and had caught the spirit of the new age in business. He proposed some changes to his uncle but was promptly put in his place.

The firm was hard hit by the crash in 1929. It lost money for several years. Production was down and costs up. Reductions in wages were proposed for men working 56



Key men dedicate "ye olde colonial inn", pleasant reception room at A. Schilling & Co., division of McCormick & Co., Inc. From left: Robert C. Crampton, John N. Curlett, Rev. Edward M. Pennell, John D. Miller and Walter Emmerling.

hours a week. In 1932 Willoughby McCormick died and the board of directors asked Charlie McCormick to take over. Now he had his chance to see if his ideas would work.

The first thing Charlie did upon being elected president was to call everyone together and tell them all about the business as he knew it. He interested his employees and started them thinking about their jobs. To replace fear with faith was his aim. Charlie believed if they received a square deal, they would do everything in their power as a team to help build the business.

Multiple management was inaugurated—which in essence means management by many. It was democracy in business.

Business to Charlie McCormick was primarily a matter of people. Men, not machines, brought to the United States its dominant position in world industry. Employees were human beings first, citizens of our country second, and factors in production third. Labor was not a commodity to be bought or sold, or exchanged in the market place. American business managers, acting jointly with American workers, could preserve the "dignity of man" and the freedom of choice.

With the advent of this new philosophy of human relations came the practical approach in the form of multiple management. The first Junior Board of executives was formed. After the Junior Board was organized came the Factory Board and the Sales Board.

At first Charlie McCormick appointed the members, but later they were picked by members themselves by a merit rating system.

Seventeen of the younger men of the company, called together in 1932, formed the first Junior Board of Executives. These men, at the junior executive level, were told their job was to think in terms of the over-all interests of the company. They were not restricted to thinking along departmental lines.

(Continued on page 56)

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WHEN SPOTS LIKE THIS START WORKING FOR YOU**



If you drag yourself in ...



... at night with a flop!



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... puts pep in Pop!



What a pickup!



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That invitation, of course, is going to fall on more receptive ears than at any time in modern tea history. Tea right now is topping all previous peaks in popularity.

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a glossary of tea tasting terms



Part 5 — Conclusion

In the profession of tea tasting, a host of technical terms are used. Each term has a well defined, specific meaning. This terminology represents a considerable achievement.

You can better appreciate the achievement when you think of what it is the terms describe—relatively slight differences in the seemingly vague realms of appearance, aroma and taste.

This glossary of tea tasting terms, issued by the Scientific Department of the Indian Tea Association, replaces an earlier compilation. It centers on the more common terms used particularly in connection with teas grown in North-east India.

SHOTTY—This term is used to describe a well-made, very tightly rolled leaf. Is mainly used in connection with a B.P.S., a pekoe or F.P. of the Ceylon type or gunpowder (China tea).

SILVER TIP—Describes the color of the tip in the manufactured leaf of a black tea as opposed to golden, which is the ideal.

SMOKY—A self-explanatory taste in a tea liquor caused by a fault in the drier in which the tea was fired; i.e. a leak in one or more of the air tubes. Smoke in the atmosphere readily available to the firing machine will also bring about this fault.

SOFT—A liquor character being the reverse of brisk, lacking life, flat. Teas with this character are often only one step above dullness, although quality and other limited desirabilities may be present, but never brightness.

The fault is usually caused by bacterial infection or over-fermenting. Excessive heat while in the green leaf stage will accelerate either or both of these.

SOUR—(a) A taste slightly reminiscent of sour milk, usually the result of bacterial infection. (b) Acid. Sometimes found in no-wither manufactured teas.

SPONGY—The dry state of a grade indicating poor withers and/or rolling or no-wither manufacture. Spongy teas are unpopular with blenders because of the difficulty experienced in packing into the standard size packets.

Flat leafed and shelly teas are generally spongy.

STALE—Self-explanatory term used when describing leaf or liquors. It is generally caused by age, storing under damp conditions or packing with too high a moisture content.

STALKY—A grade of tea containing stalk. This immediately denotes coarse plucking, and the tea is automatically penalized by buyers.

STEWED—An undesirable liquor character caused by a continuation of fermentation due to too low an exhaust temperature. Stewing is the opposite to case-hardening.

STICKY—(See "stalky").

STRENGTH—Denotes substance in a liquor and is usually combined with a qualifying adjective such as some, a little or good. A desirable character in most tea although not essential for certain flavory Ceylons and China types.

SWEATY—The exact cause of this most unpleasant taste in some liquors is unknown, but the following possible causes should be carefully investigated:

(a) Dropping tea from the first fire with a very high moisture content.

(b) The bulking of fired tea into heap before being given time to cool down. (This does not necessarily apply to tea being fired immediately before packing, although it is not advisable to pack tea when it is very hot).

(c) The possibility of bats' droppings contaminating the leaf in the withering sheds.

(d) If using bamboo racks for withering, the possibility of borer droppings mixing with the leaf.

SWEET A low grade of tea throwing a light liquor which is not plain but does not possess any distinctive or unpleasant characteristic.

THICK—As opposed to thin, implying that a liquor has body; denotes viscosity.

THIN—Tea liquor lacking body; as opposed to thick.

Certain tea districts are renowned for producing thin flavory liquors, but where this is not the case and thin liquors are produced, then it is usually the result of one of the following:

(a) Over-withering (percentage).

(b) Over-withering (time).

(c) Insufficient rolling.

(d) Too short or inadequate, fermentation.

Liquors from North east India should never be thin in cup.

TIPPY—Teas containing generous quantities of tip.

TIRED—Describes the liquor of a tea which has become a little flat through age; denotes that a tea has passed the optimum degree of maturity.

UNEVEN—As used for infused (see "mixed").

This term is also used to describe a grade of uneven pieces.

This fault may not necessarily be brought about during sorting. Uneven withers and poor rolling will more generally bring about this uneven and untidy appearance of a tea.

WEAK—(See "thin").

WEATHERY—An unpleasant taste in liquors resembling rain-water. This taste is usually found on teas grown during the monsoon period.

Over-withering will also bring about this fault.

Bacterial infection on wet hessian cloth used for withering may be one cause of weathery teas.

WEEDY—A thin and cabbagey liquor sometimes produced by China type tea shoots manufactured during the monsoon or rapid growth period.

WILD—A taste found in autumnal teas which have passed their prime. This word is often accompanied by the term woody.

WINEY—A taste found in teas which have been over-fermented under sterile conditions during manufacture. If bacteria were present under these circumstances the tea would be described as being fruity.

WOODY—Describes a taste found in teas manufactured very late in the autumnal period; autumnals past their prime.

Tea Club officers

Allan McKissock, Jr., is president of the Tea Club. Other officers are William Neville, vice president; William S. Jebb, treasurer; and Elaine H. Kroner, secretary.

Iced tea is America's national drink, author says in "American Ways"

"What is our national drink?"

This question was asked by Lewis Gannett, New York Herald-Tribune book reviewer, in a review last month of "American Ways of Life", by George R. Stewart.

Here's Mr. Stewart's answer, as Mr. Gannett sees it in the book:

"Mr. Stewart examines the history of whiskey and beer, hot tea and coffee, and concludes that iced tea, with lemon and sugar, a drink universal in hot weather in the United States and virtually unknown elsewhere, has a fair claim to be called the most characteristic American drink. Second place: milk. Third place: sweet soft drinks. Fourth place: water. Fifth place: the cocktail, designed to disguise the native taste of whiskey.

Denmark now has a Tea Council

As a result of a recent agreement between Ceylon and the Danish tea trade, a Tea Promotion Council has been established in Denmark. It will undertake intensive consumer promotion of tea.

The campaign is, for the present, to be jointly financed by Ceylon and the Danish tea trade.

Ceylon joins West German tea promotion

Ceylon has decided to join the Council for the Promotion of Tea-drinking, formed recently in West Germany under the joint auspices of the Indian government and German tea importers.

TEA TOPS THE WORLD

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TEA IMPORTERS

89 Broad Street
Boston, Mass.

120 Wall Street
New York 5, N. Y.

383 Brannan Street
San Francisco, Calif.

Member: Tea Association of the U.S.A.

Tea Movement into the United States

(Figures in 1,000 pounds)

	April 1953	May 1953	June 1953	July 1953	Aug. 1953	Sept. 1953	Oct. 1953	Nov. 1953	Dec. 1953	YEAR 1953	Jan. 1954	Feb. 1954	Mar. 1954	April 1954	May 1954	June 1954
Black																
Ceylon	4,676	3,368	3,678	4,060	4,036	4,832	3,976	1,831	2,575	43,675	3,093	3,756	4,401	7,062	6,749	4,742
India	3,988	3,288	2,524	2,591	1,432	2,334	3,817	2,335	3,107	37,532	4,048	4,049	5,129	6,432	3,945	3,167
Formosa	79	238	52	130	138	159	221	305	404	1,874	469	355	137	131	8	92
Java	792	543	513	783	337	416	758	527	528	6,714	700	904	1,330	1,165	1,114	1,167
Africa	437	781	498	230	157	327	406	87	112	3,786	66	272	710	517	733	1,272
Sumatra	287	705	341	439	164	346	518	420	239	4,458	613	593	497	260	629	494
Misc.	3	62	45	139	32	106	102	368	121	1,417	405	306	180	431	845	274
Green																
Japan	58	107	87	185	699	779	314	214	42	2,698	459	60	57	184	226	328
Misc.	9	47	15	...	10	50	40	68	5	312	31	5	5
Oolong																
Formosa	4	...	3	1	17	45	53	61	89	266	14	27	11	49	12	21
Canton	18	4	15	11	2	34	1
Sentd Cntn	4	2	8	15	5	...	35	2
Misc.	...	6	25	4	62	8	3	3	18
Mixed	12	...	2	2	27	5	22	135	2	4	18	...
TOTALS	10,400	9,164	7,758	8,561	7,061	9,410	10,262	6,237	7,536	104,998	9,876	10,315	13,207	16,266	14,285	11,584

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

Lipton breaks ground for "most modern" tea plant in Suffolk, Va.

Thomas J. Lipton, Inc., has broken ground in Suffolk, Va., for "the most modern tea plant in the world."

The new plant, on a 14-acre tract, is a big step in Lipton's long-range program of expansion. The factory will meet greatly increased demand for Lipton Tea along the Eastern Seaboard.

Four years ago Lipton built a new plant in Galveston, Texas.

A \$2,000,000 project, the Suffolk factory will be a single story building with 172,250 square feet of space, including a mezzanine-type office area of 7,500 square feet.

The building will have a structural steel framework enclosed by metal paneled walls. The office facilities and 47,000 square feet of production area will be air-conditioned.

Equipment at the Suffolk plant is expected to include both package tea and tea bag machines. More than 200 people will be employed, including production, office and supervisory personnel.

Tea for the Suffolk operation will be moved through the Port of Norfolk, and will be transported by rail and trucks to the plant, 22 miles away.

The plant site fronts U.S. Highway 58 and is served by the Norfolk Southern Railroad.

U. S. changes Tea Importation

Act as suggested by Tea Association

Changes in Tea Importation Act regulations suggested by the Tea Association of the U.S.A. have been accepted by the U.S. Department of Health, Education and Welfare.

Paragraphs 170.24(b) and 170.34 should now read as follows:

"170.24(b). Tea Dust, Fannings, Siftings, and Off-grades including Broken Tea (BT), Broken Mix (BM),

and Bohea when so marked and for which there is no specific standard, should be tested for quality, purity and fitness for consumption in comparison with their respective leaf standards.

"170.34. Except for teas listed under 170.24(b) the amount by weight of fine tea particles which will pass through a wire sieve having 30 openings per linear inch in either direction and made of wire with a diameter of 0.01 inch, must not exceed four per cent. Before condemning any tea for fine particles in excess of four per cent, examiners shall sieve at least four representative samples each taken from a different package in a shipment containing four or more packages, or where a lesser number is involved, examiners shall sieve a representative sample from each package."

Mattern is now McCormick ad manager

Appointment of Charles F. Mattern as advertising manager for McCormick & Co., Inc., Baltimore, is announced by Charles F. McCormick, president and chairman of the board of directors.

He succeeds Keene A. Roadman, who has been made manager of marketing and research.

Mr. Mattern, a native of Wilkes-Barre, had been associated with the H. J. Heinz Co., since 1948, most recently as assistant advertising manager.

Mr. Roadman left the U. S. Department of Labor, where he served as Chief, Foreign Service Branch, International Labor Affairs, to join the local spice, tea and flavoring extract house in January, 1950. After assignments in both the department of human relations and the sales department, he was named advertising manager.

New market for tea bags?

Could be a new market for tea bags has been developed.

"Natural", an herb preparation for relief from poison ivy, has been announced by the Dwymys Development Corp., Inc., New York City.

It is packed in tea bag paper, like a tea bag.

How chemical content affects the quality of the tea beverage

For quality in tea beverage, the important elements are 1. etherish oils; 2. caffein; 3. tannin, according to an article in *Tea Trade and Industry*, Calcutta.

1. Etherish oil content contributes mainly to flavor, and forms up to 0.6 per cent of the total chemical contents. It is not found in green teas, but is a gift of the fermentation process. It is very flighty.

2. The caffein is the principal factor in the stimulating virtue of the tea liquor and may be present up to about 4½ per cent of the total contents.

One may not know that both caffein and tein are chemical products, the alkaline of the teas being called tein, and that of coffee, caffein. Until now the alkaloid of the teas has been called caffein because it is the result of a chemical combination.

3. Next to the etherish oils, the tannin contents present in tea account for the taste of tea. The tannin is found partly mixed with caffein in the green, unhandled teas, but remains largely free. During the preparation of tea from the plant, the tannin may dissolve, and at the same time combine with the acid of the air, oxydizing into a red brown compound.

The different tastes, distinguishable one from the other, of the different tea grades are directly related to the relation they have as between the unchanged to the oxydized tannin. The unconverted tannin is good and colorless, but taken together is better in taste.

The underfermented tea is somewhat green because of the fact that the tannin is not sufficiently oxydized. A cup of such tea is at the same time clear and dunnish, and tastes particularly stale.

The longer the tea leaf has the opportunity for the oxydization of the tannin contents, the redder will the tea leaf be, and the richer the contents of the tea cup, the result of a deeply infused presence of the oxydized tannin. If, however, the highest point of oxydization, which makes the tea less agreeable in taste and color, flat, with the etherish oils spoiled.

The tannin in the oxydized condition tastes not only agreeably pungent, but with the etherish oils acts on the digestion so that the digestive glands are stimulated.

Smallwood donates Sir Thomas Lipton memorial trophy for annual yacht race

A perpetual silver trophy, dedicated to the memory of Sir Thomas Lipton, has been given to the Cruising Club of America as a permanent prize for the winner of the bi-annual Newport to Bermuda yachting classic by Robert Smallwood, president of Thomas J. Lipton, Inc.

Summarizes moisture determination methods in foods, including tea

A summary of methods and a suggested list of equipment for determining moisture in foods, including tea, cacao beans and spices, is available from the Central Scientific Co., 1700 Irving Park Road, Chicago 13, Ill.

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Our Regular Services Include:

- ✓ Inspecting pre-auction samples in our Far Eastern Offices
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- ✓ Cabling offers, orders, and confirmations
- ✓ Exporting Teas at Far Eastern ports
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- ✓ Financing Teas to U.S.A.
- ✓ Entering shipments through U.S. Customs
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- ✓ Handling domestic shipments from U.S.A. ports.

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"Revolutionary" new package for Tender Leaf Tea is aluminum foil wrap

What Standard Brands Incorporated calls "the greatest improvement in tea packaging since the invention of the tea bag" is now on its way to retail stores throughout the United States.

It is Tender Leaf Tea's new seal-tight aluminum foil wrap, an outer protection which the company says, keeps this tea as fresh on the grocer's shelf as it was the day it was packed.

"Tea experts have known for years the importance of freshness of tea for better flavor and greater brightness," Standard Brands explains. They have also known that tea is quick to pick up foreign odors. The new sealed aluminum wrapping which Tender Leaf is now introducing protects the tea against both the hazard of staleness and the hazard of foreign odors. It seals out the latter and at the same time seals in the product's naturally fine flavor and freshness.

"Few improvements in food packaging are so easily demonstrated to the homemaker as Tender Leaf Tea's new packaging; it does not take a trained tea taster to recognize the difference between the new packaging and older methods. Two tea bags, one from Tender Leaf's seal-tight aluminum foil package and the other from a less-protected tea stored on a grocer's shelf can be compared and the difference noted immediately in color, in aroma and in flavor."

A special advantage of Tender Leaf's new package is its appearance, the company says. The aluminum foil is an outer wrapping, and as a result the label has an attention-getting sheen.

All of Tender Leaf's packages will have the new seal-tight aluminum foil wrap, including tea bags from eight to 100-count, and packaged tea from one and three-eighths ounces to half a pound.

Distribution throughout the United States will be completed early this fall.

Use uniform brewing instructions on packages, Tea Association urges

"One of the greatest services individual tea brands can perform—for the good of themselves, the good of the entire industry, and the benefit of the consumer—is to print uniform brewing instructions for hot and iced tea on all their packages."

Tea men were reminded of this opinion of the board of directors of the Tea Association of the U.S.A. in a special bulletin issued by president Samuel Winokur.

Samples of copy and layout showing how brewing instruction could be used on different size packages accompanied the bulletin.

"Whether you choose to use one of the layouts or prefer to design your own instruction, the important point is to use the tested and approved brewing instructions the next time you are having packages printed," Mr. Winokur said.

"This is a vital program for the tea industry. It de-



Fresh and cool-looking is this new carton holding 25 one ounce—gallon size—tea bags. The carton, manufactured for John Sexton & Co., Chicago, by the United Board & Carton Corp., New York City, is printed in light and dark blue on white board. On the top and sides are pictures of sparkling ice cubes and snow capping the words "ice tea" on front and back. Directions for making the tea in gallon lots are printed on the carton ends.

serves the united support of all in the tea business. If people make tea properly they will like it better and drink it more often. That is the simple reason behind this program. It is a simple fact which can play a very major role in increasing tea consumption. And it's up to each and every one of us to do our part."

The Brewing Committee has re-tested and reaffirmed the following basic rules for brewing good tea:

For Hot Tea

1. Use boiling water.
2. Use one tea bag or one teaspoonful per cup.
3. Brewing time 3-5 minutes.

For Iced Tea

Use half again as much tea and pour into ice-filled glasses.

Idea on how to sell more iced tea

A suggestion on how to sell more iced tea appeared recently in the "Idea Time" department conducted by Herb Siekman in *Restaurant Management*.

Here's the item—not new to tea men but useful as additional proof that it works:

"A Chicago coffee shop operator tells us that his repeat sales on iced tea increased greatly after he held a meeting with his waitresses and impressed upon them the necessity of serving a wedge of lemon and a sprig of mint leaves in each glass. Also, he makes good use of the back bar strips furnished free by the Tea Council."

Tea in steamboating days

Tea was part of a tradition in old-time steamboating on Narragansett Bay.

Tea was served to passengers before a steamboat left Providence for New York. Helping to serve the tea was the manager of the line, who invariably wore white gloves for the occasion.

The signal for sailing was unique. The manager would strip off his gloves and toss them overboard.

80,000,000 pounds output in ten years may be goal of Pakistan Tea Board

The reconstituted Pakistan Tea Board recently held its first meeting.

Under discussion was a production target of 80,000,000 pounds of tea in ten years, to meet both internal and external demands.

The meeting, held at Dacca, was chaired by M. M. Ispahani.

Various measures to achieve the target were received.

The board decided to request the Pakistan Tea Association to set up a small committee to report on the conditions and requirements of each garden within two months.

An executive committee was formed with Mr. Ispahani as chairman.

Kenya to expand tea acreage slowly

Tea acreage will be expanded slowly under Kenya's five-year plan to intensify farming with Britain's £5,000,000 loan.

The plan cites the high cost of tea factories and warns that tea growing by Africans must be approached with great caution.

Development of only 12,000 acres in the next 15 years is called for, out of a potential of 70,000 acres.

As the African's cash income increases, their demand for tea is expected to grow.

The 12,000 acres are expected to yield 6,000,000 pounds of tea.

Tea, South Dakota, that is!

To most folks, tea is a refreshing beverage which, iced, is a favorite summertime thirst quencher, and served hot helps to take the bite out of brisk fall and winter days.

But to 156 folks in South Dakota, Tea is the town nearest and dearest to them, according to a report in The Lipton Link, former house organ of Thomas J. Lipton, Inc.

The town of Tea, South Dakota was not always so called. Originally it was named Byron, but when the citizens applied for a post office they were informed that it would be necessary to change the name to avoid confusing it with Byron, North Dakota.

The Post Office Department requested the citizens of the town to submit ten short names.

Down at the general store a big discussion arose as to what the town should be named. A Mr. Fox, who noticed a chest of tea in the store, thought "Tea" would be a very appropriate name, and the Post Office Department agreed.

The post office is housed in the town's one general store. Fire has plagued Tea's general store. The first general store was built by J. M. Heeran, who came to Tea in 1893, and by a Mr. Peters. The store went up in 1902, burned down in 1911. Rebuilt the same year, the second store went up in flames in 1938. Tea's third general store is still standing.

The present postmaster of Tea, A. H. Peters, was made postmaster in 1912, when he was just 21. He formerly operated the general store, now owned by Oliver Johnson.

It was through Lipton's Central Division Salesman H. R. Peterson, who covers this territory, that The Lipton Link first discovered Tea.

Tea, South Dakota, that is!



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Canadians rank fifth as world's per capita consumers of tea

Canadians annually consume only about three and a quarter pounds of tea per person. That is far behind Britain's whopping nine pounds a year.

New Zealanders consume about seven and a half pounds, one pound more than Australians and four more than the Iraqis. Next come Canadians.

Still, Canada is a \$20,000,000-a-year market for the tea producers of Asia, government figures show. India and Ceylon last year exported 39,000,000 pounds of Canada's 45,800,000-pound consumption.

Other sources of black tea, the favorite of most Canadians, are British East Africa and Indonesia. Some comes as a re-export from Britain and The Netherlands.

Green tea, apparently the great favorite among Quebecers, comes mostly from Japan. China, the original home of the tea plant, sold Canada more than 4,000,000 pounds in 1900, but only 520 pounds in 1953.

Small amounts come from Malaya, Taiwan, Pakistan and the Belgian Congo.

Fifty years ago, when Canadians drank more tea than now, teas were commonly sold unmixed.

Tea has less calories than any other popular drink, study shows

Tea has less calories than any other popular drink.

This was revealed by a study conducted by the Miner Laboratories, Chicago, at the request of the Tea Council.

"Market will start at very high level"

"It is our forecast that the market will start at a very high level and continue to rise while the second and third flush teas are still being sold. However, it is possible that an increase in the August crop figure over the previous year may lead the buyers to presume that a much larger crop is being harvested. In that event the market in September and October may show a decline."

"It does not at the moment seem probable that world production will increase to such an extent as to pass world consumption, but the lessons of 1952 and 1953 are that the balance between supply and demand is a delicate adjustment. However, the very wide fluctuations in prices which have occurred between October, 1951, and March, 1953, can only be considered as unsettling factors to the whole structure of the industry, and all sections of the trade would surely welcome a more stable price level."

"In conclusion, 1954 has every appearance of being a boom year for the tea industry, but as the key to the complex position of world supply and demand would seem to lie with Northeast India, some form of crop regulation to ensure against large amounts of badly manufactured tea flooding the market would seem advisable."

"It would also seem essential, however, for producers to ensure that enough tea is produced to keep the price of this commodity at a level which will maintain its popularity with the public."

—J. Thomas and Co., Calcutta, in annual review.



August participants in the Tea Council's summer promotion of the Iced-Tea-Menu-of-the-Month, featuring low-cost, low-calorie foods. Front row, from left: Maidie Alexander, Angostura Aromatic Bitters; Bea Friedman, Swansdown Angel Food Cake (General Foods); Mary Cameron, Post Cereals (General Foods); Gloria Marshall, National Pickle Packers Association. Back row, from left: Robert Knox, National Pretzel Bakers Institute; Beverly Allen, American Cutlery Association; A. N. Smith, Sunkist Growers; Edward C. Parker, president, Tetley Tea Co., representing the Tea Council of the U.S.A. and the Tea Association of the U.S.A. The August Menu-of-the-Month consists of tomato juice, assorted sandwich fillings, raisin bran bread, pretzels, pickles, cranberry sherbet or lemon angel food cake, iced tea with Angostura Bitters. The menu provides 524 calories per person at a cost of about 58 cents each.

There are only four calories in six ounces of hot or cold tea.

With sugar, milk or lemon the count goes up, but it's still far less than other beverages.

Six ounces of hot tea with one teaspoon of sugar and one-half ounce of milk has 29 calories. Six ounces of iced tea with one-and-a-half teaspoons of sugar and a one-eighth segment of lemon has 30 calories.

The same quantity of hot coffee with one teaspoon of sugar and one-half an ounce of cream has 57 calories; iced coffee with one-and-a-half teaspoons of sugar and one ounce of cream, 94 calories.

These figures compare with the following approximate calories per six fluid ounce serving for other beverages.

Grape juice—canned and bottled, 121; Milk, 107; grape juice—frozen, 101; orange flavor drink, 95; orange juice—fresh, 94; berry flavor drink, 94; orange juice—frozen, 88; super coola, 87; root beer, 86; lemonade—frozen, 86; Pepsi Cola, 86; Royal Crown Cola, 83; Coca Cola, 78; beer, 59; sugar free root beer, 19; sugar free orange drink, 17; coffee, 11; tea, 4.

Wife nagged him into secret drinking—of tea

An Episcopal clergyman's wife nagged him so much that he took to drinking in secret—drinking tea.

A divorce court in Hawley, England, was told that the Rev. Kenneth Caesar Davis' wife, Winifred, badgered him to cut out his habit of having tea and cookies in the morning before communion service.

Eventually, Mrs. Davis' harping on the subject drove her husband to take "the tea to his bedroom almost like a secret drinker."

The parson was granted a judicial separation on grounds of cruelty and desertion.

More tea sold in tea bags

About 37 per cent of the tea sold in Canada today comes in tea bags. Experts say the rate is going up.

**Expansion bottom tea bags have greater
infusion area, trade packer announces**

A new tea bag with an expansion bottom has been announced by the National Tea Packing Co., Inc., Long Island City, N. Y.

As compared with the ordinary tea bag, the new one has a double bottom which expands in the cup, providing eight times more infusing area, of free, open, unsealed filter paper, it is explained by the company, leading packers of tea bags for the trade.

The result is faster action for the impatient consumer who won't wait, and a richer more flavorful beverage for those who permit the bag to steep full time, the National Tea Packing Co. said.

Associated with the Long Island City firm are the Atlantic Tea Packing Co., Inc., Bristol, Pa.; the Mid-West Tea Packing Co., Inc., Chicago; the New England Tea Packing Co., Inc., Boston; and the Pacific Tea Packing Co., San Francisco.

**White named advertising, merchandising
manager by Maxwell House Division**

George E. White has been appointed advertising and merchandising manager of the Maxwell House Division of General Foods, J. K. Evans, general manager of the division, has announced.

In this new assignment, Mr. White will be in complete charge of the division's advertising and promotional activities and of its product planning and development.

Mr. White joined General Foods in 1929 as a plant

**Plans take shape for Bretton Woods
convention of Tea Association**

On all fronts—business program, sports events, social doings—plans for the ninth annual convention of the Tea Association of the U.S.A. are rounding into shape.

The convention is being held September 19th to 22nd at the Mount Washington Hotel, Bretton Woods, N. H.

With the market for tea in this country continuing to expand, the convention is expected to be one of the most significant yet held.

A special train leaves Pennsylvania Station, New York City, Saturday evening, September 18th.

C. William Felton, Tea Association vice president, is general chairman of the convention committee.

chemist for Minute Tapioca. In 1934 he was named assistant to the plant manager of GF's Walter Baker Division, Dorchester, Mass. From 1937 to 1941 he was manager of the Montreal plant of General Foods, Ltd. He was then transferred to the headquarters of General Foods, Ltd., in Toronto, and for the next five years was vice president in charge of production.

In 1947 he returned to this country as manager of GF's Maxwell House plant in Hoboken. He was named production manager for the Maxwell House Division in 1951 and held this position up to the time of his present appointment.

Mr. White graduated in 1929 from the Massachusetts Institute of Technology and recently concluded a course in advanced management at Harvard University. He is a member of the Hoboken Rotary Club and the Hoboken Chamber of Commerce.

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multiple management, human relations

(Continued from page 45)

They were requested to prepare a constitution and by-laws and to meet twice a month, in the evenings, on their own time. They were further told that the books of the company were open to them and that no restrictions were placed on the subjects upon which they could make recommendations with the exception of two: namely, wages and grievances. This was done because the board was to be a management board and not a labor management board.

Recommendations from the Junior Board to the Senior Board of Directors (the regular stockholder-elected board) had to be passed unanimously by the members of the Junior Board. The Senior Board reserved the right to approve or reject the recommendations. These stipulations as originally planned are still in effect today. History has proven they have made for better thinking and sound recommendations by the Junior Board. Since 1932, some 5,000 recommendations have been submitted, and out of that number, only six have been turned down.

Some of the accomplishments of the Junior Board were striking. They succeeded in the face of opposition by the Senior Board in having the design of their bottles changed from the tall conventional type to a more useful shape, and labels were also modernized. It took an outside organization with consumer research to prove their position. The setting up of a complete retail store for show and study purposes was advocated and accomplished by the board. A controversy arose over whether competitor's goods should be displayed in this model store. The Juniors won on the basis that their displays could be best studied in comparison with standard merchandise which the grocer carried.

One of the proposals of the Junior Board which attracted nationwide attention was the old English tea room. From experience, Charlie McCormick knew what it was to wait for a buyer in an uncomfortable reception room. The Junior Board proposed a tea room which would be a replica of sixteenth century English style and in harmony with the best designs of "ye olde colonial inn" of our colonial days. One was installed in Baltimore, and later in San Francisco at Schilling's. They have been great successes.

Another accomplishment of considerable popularity was the time off during working hours for a tea break. This in-

creased production. Later this same principal was promoted by other institutions and their sales increased.

These are only a few of the many outstanding achievements of the Junior Board. It could be said that the accomplishments of the Factory Board and the Sales Board were equally successful, for the company has grown with leaps and bounds.

With the changes in management Charlie increased all wages ten percent. Hours were cut down to 45 per week and he had plans for a forty hour week long before it was thought of by the balance of the country. Despite skeptics both in and out of the plant, production stepped up, costs fell and at the end of the first year, McCormick & Co. went out of the red and into the black and has been there ever since.

Today the firm is the largest extract and spice business in the world, with branches all over the world, and one of the leading tea packers. On the Pacific Coast, the firms of S. Schilling & Co., and Ben Hur have been acquired. With this acquisition, a new idea of human relations in business and philosophy of multiple management was added to the West Coast.

This spirit of cooperation reaches down to the humblest member in the organization. They all feel they belong to one big family. There is warmth and security existing among them. It means opportunity for the younger men. If a man does not seem to fit, every chance is given him to find his place and work. The laggard does not receive any encouragement from his fellow workers. The old timers feel a new birth of freedom and ambition which has put new life into them. Thus it has been demonstrated that good sound relations which satisfy the hunger of human beings for happier living can contribute to industrial progress and the production of more wealth for everyone.

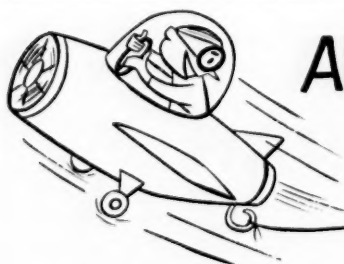
Don Peterson, "master congratulator"

The tea trade has some talents not too widely known in the industry.

A case in point is Don Peterson, of the Wm. S. Scull Co., Camden, N. J.

We learn from "The Hub," bulletin of the Camden, N. J., Rotary Club, that Don is a "master congratulator." He evidently can extend birthday congratulations like all-get-out.

"As we've told you before," says the bulletin, "it's worth going miles to hear Don Peterson do the birthday boys."



Consistent quality through the years has made Lipton the truly popular tea—and now—today more people drink Lipton Tea than any other brand, because it's brisk . . . full-bodied . . . refreshing!

All America loves LIPTON TEA!



Packaging

how Spice Islands packs them

The recent opening of a new, modern plant in South San Francisco, Calif., equipped with the most modern facilities for the packaging of herbs, spices, teas and wine vinegars, gives the Spice Islands Co. additional capacity to service virtually the entire United State and many foreign countries.

In fact, hardly had the key turned opening the new one-story, fireproof building when plans were on the drawing board for an additional building. Under present plans, new facilities, when completed, will enable Spice Islands to increase productive capacity approximately 400 per cent.

The new building, which is made of reinforced concrete, has 50,000 square feet of usable space. It is equipped with the most modern, high speed filling equipment, some of which has been designed by Spice Islands engineers particularly to handle specific products.

A tour of the new plant impresses one with the careful efforts that are being made to remove dust and foreign particles from the various spices and herbs in a constant effort to produce a quality product. Special machinery has been installed for that very purpose.

There are separate rooms for the curing and processing of various herbs and spices, together with separate filling lines for those products. There is also a complete tea packaging operation, which includes the blending and packaging of twelve types of tea. (See: "How Spice Islands won National Sales for New Tea Line", March, 1954, COFFEE & TEA INDUSTRIES, Page 47).

Spice Islands produces a variety of approximately 20 herbs, 24 spices, 24 seasonings and 12 aromatic seeds. Most of these items are packed in glass jars with a distinctive label carrying out a family resemblance, and spelling out usage and recipe suggestions. Some of the glass packages carry inner seals to protect the freshness of products while others have special plastic shaker-type fitments.

The story of the sensational growth of Spice Islands centers around the business philosophy, foresight and merchandising flair of its founder, Fredric H. Johnson.

Here is a man who was possessed with the idea that the housewife is willing to pay a premium price for a quality product. With it he knew she wanted to see what she was buying—a must that put most of his products in glass. Mr. Johnson realized further that product and package had to be combined with good salesmanship.

Mr. Johnson, while recognizing that certain herbs and spices had to be imported, was convinced that many of them could be grown in California areas where long, warm summers pumped health and happiness into these items. Today, he has under contract a number of small farms in California where thousands of pounds of raw products are grown under careful cultivation.



The spice and herb packing room in the new plant of the Spice Islands Co., South San Francisco. Quality control is rigid.

Quality control has long been the watchword in the plants of Spice Islands, as every move is centered on preserving the utmost in taste, texture and freshness of product.

With quality and success marching side by side, thousands of retail outlets began stocking Spice Islands products, and millions of consumers became acquainted with the name.

Ever expanding and never quite satisfied to stand still, Mr. Johnson, as vivacious as some of the spices whose delightfulness he has captured, entered in the tea business in 1953, marketing eventually 12 varieties under the familiar Spice Islands name.

He has had unusual success in putting on the market special gift chests, each containing ten different items and a booklet describing their uses. The Barbecue Chest includes such items as Beau Monde seasoning salt, ground cloves, garlic powder, paprika, chili powder, whole mustard seed, Old Hickory smoked salt, bay leaves, Java cracked black pepper and oregano.

The Herb Chest includes basil, oregano, parsley, rosemary, fine herbes, spearmint, tarragon, bell pepper, and savory. The Spice Chest includes allspice, cinnamon, cloves, curry powder, Beau Monde seasoning salt, chili powder, Mei Yen seasoning powder, onion powder, nutmeg and paprika.

A sampler package of four assorted wine vinegars is done attractively in a silhouette type of wrapper held together with a broad brown ribbon, topped with a artistic bow. Each sampler package contains a booklet showing wine vinegar uses and an easy-to-read chart.

Another popular gift item is the Dutch Cupboard, which

includes four varieties of wine vinegars and eight miniature packages of assorted herbs, spices and seasonings.

With a definite trend to outdoor entertaining, and dozens of portable grills and rotisseries coming on the market, indications are that the use of seasonings to produce exotic and different meat and salad dressings and sauces is increasing.

Men, particularly, are concocting favorite recipes and nine times out of ten it's a tangy barbecue sauce or some other food that singles them out as outdoor chefs.

Bottles, closures and plastic fittings are supplied by the Owens-Illinois Glass Co., San Francisco; inner seals by the Ferdinand Gutmann Co., New York City; labels by Charles L. Conlan, San Francisco; packaging machinery by the Resina Machinery Co., Brooklyn, N. Y., the New Jersey Machinery Co., Hoboken, N. J., the Brown Scale Co., San Francisco, and the Biner-Ellison, Los Angeles, Calif.

Mr. Johnson's hobby has built him a new plant, but it's already too small.

Arkell & Smiths buys Hudson, N. Y.

plant of Union Bag & Paper Corp.

Arkell and Smiths, manufacturers of coffee multiwall and specialty bags, has just acquired its fourth bag-making plant. Located at Hudson Falls, N. Y., the plant was formerly owned by the Union Bag & Paper Corp., which will continue to act as a selling agent.

Arkell and Smiths is said to be the oldest manufacturer of paper bags in the United States, with 95 years of bag-making experience. The company operates bag-making plants at Mobile, Ala., Wellsburg, W. Va., and Canajoharie, N. Y.

Sheldon Yates, president and chairman of the board of Arkell and Smiths, said that the excellent manufacturing facilities, well-maintained equipment and available skilled labor at Hudson Falls, combined with the knowledge and experience of Arkell and Smiths management, should make the plant a valuable source of supply for specialty bags.

American Can expands plant in St. Louis

A major expansion of the shipping and warehouse facilities at the American Can Co.'s St. Louis plant is slated to start immediately, according to M. P. Cortilet, vice

president in charge of the Central division of the container manufacturing firm.

The construction project involves erection of a new warehouse and shipping-station which will occupy more than 85,000 square feet of floor space.

The warehouse expansion will take place on the 35-acre site occupied by the company's existing can-making plant, in the Tower Grove district.

Continental breaks ground for new

research and development center

The Continental Can Co. has broken ground in Chicago for a new research and development center for the metal division, according to Thomas C. Fogarty, executive vice president in charge of the division.

Located on seven and one-half acres of land in the southern section of the city, the new building is expected to be ready for occupancy by about 600 employees in late 1955.

"The center will provide expanded facilities for the metal division, in keeping with the company's program of decentralizing its research and development work by product divisions, and will be designed to provide room for future expansion as the division's research department grows," said Mr. Fogarty.

New Oneida Paper plant nears completion

A new Oneida Paper Products plant is rapidly taking shape in Centralia, Ill., according to Sam Stein, president of the company.

The company already has plants in Los Angeles, Fort Worth, Baltimore, and Clifton.

Continuous roasters in Finland

(Continued from page 15)

This organization, manufacturers of coffee roasting machinery and other coffee plant equipment since the early days of the industry, sent one of its engineers to Finland. The engineer studied Kesko's plant, and the requirements, discussed with them the myriad details involved, made the recommendations for the modernized plant set-up, and followed through with consultation on the installation.

How does Kesko like its continuous roaster?

It "has been running excellently," an executive of the organization wrote to this publication. "We must confess that it has fully answered our expectations."

DAMMANN & CO., INC. VANILLA BEANS

71 Murray Street.

New York City



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THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

pepper

cultivation and marketing of the world's leading spice

By E. BROWN and Miss D. E. READER, Colonial Products Advisory Bureau (Plant and Animal)
London

Part 5 — Conclusion

Black pepper should be of fairly uniform size, and free from dust, stalks, stones, leaflets, etc. This is usually achieved by "garbling", or winnowing the dried berries by hand in a flat wicker basket. Some producers use machines for the purpose. Cleanliness and uniformity of size are of even greater importance in white pepper, the very small, dried, immature fruits known as "pin-heads" being particularly disliked in the trade. These, together with pepper husks and similar waste material, are suitable for distillation.

Both black and white pepper should be packed in double jute bags holding approximately 140 pounds each. The spice should be perfectly dry and should not be pressed down in the bags. This is to avoid the development of mold in the spice, a fault to which pepper, especially white pepper, is rather prone. It may lose up to three or four per cent of its weight in the course of transit, partly as moisture and partly as dust.

Before the war, Indonesia was by far the largest producer of pepper, with exports for the period 1930 to 1938 averaging 50,000 tons per annum. This quantity amounted to about 80 per cent of the total quantity of pepper entering the world's export trade. Indo-China was next in importance, with 7.3 per cent, followed by India, 5.8 per cent, and Sarawak 4.9 per cent.

During this period, however, violent fluctuations in price occurred periodically, which introduced an element of speculation into pepper growing and did much harm to the industry. Periods of low prices, when supplies exceeded the demand, usually led to the pepper gardens being neglected, and the cessation of new planting. With a crop such as pepper, however, these measures did not result in any immediate reduction in output and the low prices often continued for several years, by which time production would have fallen off considerably. This would result in supplies becoming scarce and, in consequence, a period of high prices would follow. This usually led to a rush to expand production again, and often after two or three years the market would once more be in danger of being overstocked, when another fall in prices would generally occur.

During the war, the Japanese occupation of a large part of Asia cut off the chief producing countries from their markets for some years, and most of the pepper gardens

were abandoned. In Bangka, for instance, it is reported that only one-half per cent of the pepper vines survived. At first, supplies of pepper were adequate, as merchants in the importing countries held considerable reserve stocks, and immediately after the war stocks held in Sarawak and Malaya during the Japanese occupation became available. However, owing to the time lag needed to re-establish pepper gardens, the fact that it is at least three years before a new garden comes into bearing, and the troubled post-war political situation in Indonesia, supplies of pepper became exceedingly scarce, and very high prices resulted.

In 1951 and during 1952 prices continued to drop, no doubt owing to the increased supplies from the re-established pepper gardens of Indonesia and Sarawak becoming available.

How much further the price will drop is impossible to estimate, but it should be borne in mind that the prewar market for pepper tended to be inelastic. Taste and custom influence the quantities of pepper used in various consuming countries, and to what extent the postwar shortage and high price will have affected consumption is difficult to assess.

A recent report in the United States suggests that there the taste for pepper may have to be recreated amongst the general public, and that its traditional use in cooking has been somewhat overrated.

As prewar United States took some 40 per cent of the total Indonesian exports, any marked decrease in consumption in that country would undoubtedly have a considerable effect on the world market position.

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for . . .

Vanilla

Beans

it's . . .



Zink & Triest Co.
15 Lombard St.
Philadelphia, Pa.

Spice promotion plan under study by Canadian

Spice Association

By R. J. FRITH

The Canadian Spice Association has held another successful convention. This 1954 event was again staged at Alpine Inn, St. Marguerite, Quebec.

Some 44 spice firms hold memberships in the association, but the convention was attended by about 100 spice millers, brokers and others.

The business meetings were spread over two days, and so well arranged there was no lost time.

On the first day, registration was followed by the golf tournament. After cocktails, dinner was enjoyed, then the spice men saw the film; "Production of Chili and Paprika in the U.S.A." It was well appreciated.

The program for the second day included a directors' meeting, a meeting for spice millers, a brokers' and dealers' meeting, and the annual general meeting.

At the general meeting a handsome silver tray was presented to Rene Boudrias, retiring president, and a basket of roses to Mrs. Boudrias. Prizes were awarded to the winners of the golf tournament. A floor show; "The Gay Nineties Review," was staged for the enjoyment of the members.

McLaren elected president

The convention elected these officers for the ensuing year: President, Ken McLaren, Young-Winfield, Ltd., Hamilton; vice president, Earl Morrison, Gorman Eckert & Co., Ltd., London; secretary, W. J. McKeen, Griffith Laboratories, Ltd., Toronto; treasurer: H. Lipsett, Gold Medal Products, Toronto.

Directors elected were: Percy Webb, S. W. Hoar, J. W. Shannon, C. A. Horton, J. W. Page, C. C. Boggild, Jan Opitz, K. I. Litster, and J. V. R. Boudrias.

The vice president, Earl Morrison, was appointed chairman of a new publicity committee.

The association discussed plans for the enlargement of its membership, including the admission of associate members from allied trades. Membership plans will be further dealt with by a committee.

Jack Lewis of the Halford-Lewis Co., Montreal, suggested the working out of a new sales promotion plan for spices. A special committee was appointed to study the idea, and act on it.

The association heard reports and made recommendations on the importing of allspice and pimiento from Jamaica, under their quota system. CSA will study further representations to the Federal government for a relief of the sales tax on spices, which applies to sales of the product to housewives, but not to manufacturers. New pepper regulations, new customs regulations on chillies, and supplies of peppers from both Spain and Japan were discussed. It was noted that onion and garlic powders are now on the sales tax exempt list.

The financial statement presented showed a healthy condition for the association.

trends in essential oils

By H. P. WESEMANN, Vice President and Director of Purchases
Fritzsche Brothers, Inc.

This review is from a report first presented at the 1954 convention of the Flavoring Extract Manufacturers' Association. It has therefore, to some extent, been tested by time—and has stood the test well. The trends are developing as indicated.

No doubt, the citrus oils are of the most interest to you, to judge by the volume of their consumption in your industry. And of the citrus oils, oil of lemon is of the greatest importance. The largest single producers are the Sunkist Growers. After many many months of very much reduced yields of oil per ton of fruit there now seems to be a turning point and yields are becoming more normal. The saving in production cost effected thereby was immediately passed on to you.

As more and more groves come into bearing, oil of lemon, which has been in such short supply during recent years, becomes available again very close to actual requirements, and it is confidently hoped that this condition will continue to exist—barring unforeseen and unforeseeable contingencies.

You will recall that with the employment of the Spectrophotometer and the charting of the absorption curve, the quality of the imported lemon oils had to be passed by the Federal Security Agency. However, most recently it appears to be true that continental chemists have learned how to make "adjusted" oils behave properly, and again all sorts of low-priced compounds are available under the title of imported lemon oil.

In other words, we are once more exactly where we started from a few years ago. It is to be regretted that as yet we have not found a machine or an apparatus that will do our smelling and tasting for us. It remains with the individual buyer to decide just which oil at what price will satisfy him and fill his needs. The best insurance a buyer of lemon oil has is to deal with a reliable supplier, where he will have the assurance of getting his money's worth.

Oil of orange remains a rather troublesome oil, and rather confusing from the user's point of view. The trademarked Exchange Brand California oil is known to all of you. It is produced in absolutely uniform quality by a different method and sold on its own merit. No shortage is expected.

The unusual increase in the demand and packing of orange juice and concentrates in Florida requires tremendous quantities of fruit. Wherever a packer of this type of merchandise is properly equipped, huge quantities of orange oil are obtained as a byproduct. The holder of such oil naturally is looking for a market, and quite often is satisfied with a price

on a cost-plus basis—with the raw material costing nothing. Hence the very low prices asked for Florida orange oil. Their loss is your gain.

It might not be amiss to mention again that quality should be watched carefully. It is natural that some producers cannot afford to spend much time, effort and money when making an oil yielding such a low return.

The citrus oil ranging third in importance is oil of limes, the distilled oil being the really important one—the expressed being used only in very limited quantities. During the past few years, by far the greater quantity and the best quality of lime oil is being produced in Mexico. Most of the oils from the West Indies—especially during the last season—were definitely poor in quality. But it must not be overlooked that in Mexico there are a large number of individual producers making all sorts of distilled lime oils. It is your supplier's job to carefully select the good oils which he is supplying you.

You no doubt know that in Mexico itself there is a tremendous market for fresh limes as such. Also hundreds of tons of fresh limes have been shipped to this country—that is California—thereby forcing the price of limes for processing to higher levels. Furthermore, much work has been done in producing frozen concentrated lime juice. This particular phase is still in its infancy, but might really boom overnight.

In spite of the much larger demand for fresh fruit, under the proper incentive to collect there should be ample supplies available for oil production. Of course, the only proper incentive for the natives to do the collecting is a larger number of pesos.

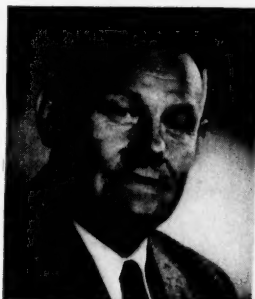
The conclusion of this is that no shortage of lime oil is to be expected, and the old law of supply and demand will regulate the price.

During the last few years, the only really good oil of grapefruit was produced in California, although a very large volume of not so satisfactory oil came from Florida. But, this year, certain manufacturers there were able again to make an oil of the quality supplied formerly, with prices around \$3.00 per pound.

Oil of tangerine, which so far has not been used very extensively, will apparently be regularly available and production can be increased. This excellent oil has not yet the popularity it really deserves, due, no doubt, to the formerly unreliable availability.

There is no obvious shifting in the producing districts of oil of peppermint, and the long range trend is definitely such that eventually most, and perhaps even all, peppermint oil in the future will be produced in the Far West, primarily in the states of Washington and Oregon. There is a difference between Midwestern peppermint oil—produced in Indiana, Michigan and Ohio—and the peppermint oil from Washington and Oregon, and users and consumers alike must eventually accept what is produced and what is available.

During the past years, Washington and Oregon produced a



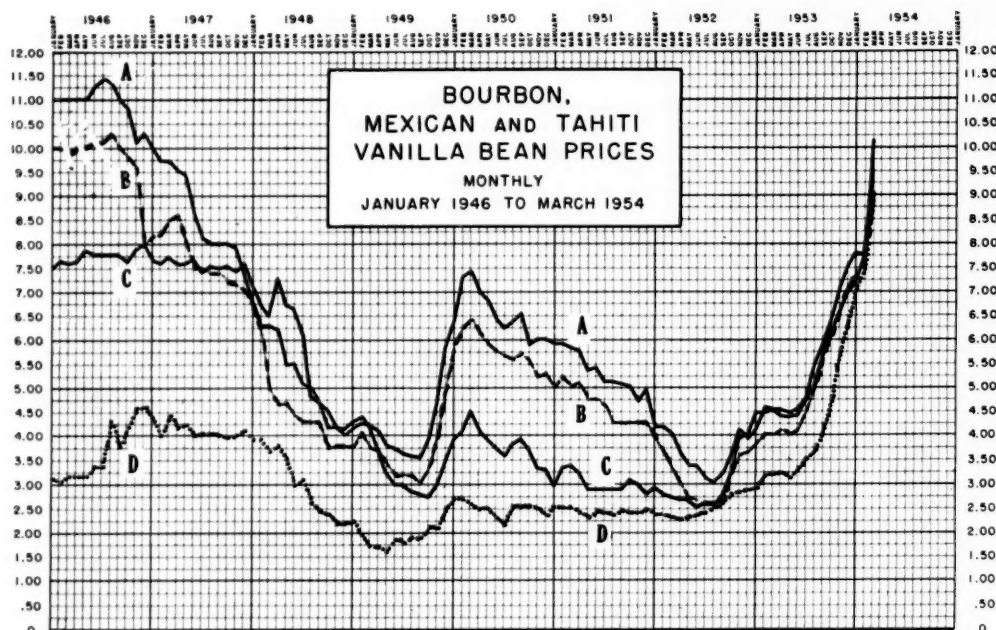


Chart shows trends in vanilla bean prices

"It is interesting to note," comments William H. Treist, of the Zink & Treist Co., Philadelphia, which prepared this chart, "that the average price of Madagascar thirds for the years 1934 through 1953 has been approximately \$6.10 per pound, and for the same period, the price of fair quality Mexican whole beans has been about \$7.25 per pound. For the postwar years, that is, from 1946 through 1953, the average price of Madagascar thirds was about \$5.95 per pound and the average price of fair quality Mexican whole beans about \$7.50 per pound. Average imports for the past 20 years have amounted to 1,229,118 pounds per year. Average imports for the years 1946 through 1953 have amounted to 1,497,084 pounds per year."

Here are the figures on U.S. imports of vanilla beans from 1901 to 1953, as compiled by Mr. Treist, in pounds:

1901—248,988; 1902—361,739; 1903—521,689; 1904—550,328;

1905—608,116; 1906—852,505; 1907—969,249; 1908—571,977; 1909—1,121,485; 1910—797,409.

1911—1,140,650; 1912—841,628; 1913—1,049,497; 1914—898,100; 1915—888,569; 1916—914,386; 1917—799,893; 1918—1,052,719; 1919—1,150,079; 1920—1,239,711.

1921—984,374; 1922—1,234,542; 1923—940,512; 1924—809,135; 1925—945,572; 1926—1,151,727; 1927—993,019; 1928—1,448,520; 1929—1,399,788; 1930—1,232,125.

1931—1,504,987; 1932—1,198,575; 1933—1,486,262; 1934—1,244,145; 1935—828,625; 1936—1,165,424; 1937—995,645; 1938—1,024,728; 1939—1,017,948; 1940—1,309,854.

1941—1,024,961; 1942—758,332; 1943—740,218; 1944—906,789; 1945—1,589,031; 1946—1,268,343; 1947—1,754,833; 1948—1,075,560; 1949—1,180,734; 1950—2,312,005.

1951—1,280,705; 1952—1,400,069; 1953—1,704,419.

great variety of qualities, ranging from very poor to excellent and many steps in between. It has been and is the task of your supplier to evaluate carefully the different grades of oil and select those which will give the best satisfaction to you. The desire for very low prices will, of necessity, be reflected in quality.

However, the future looks very bright, at least from a quality angle. Last year, there was a carry-over of over 300,000 pounds of oil of peppermint and most of it very poor quality. This year, there is no carryover worth mentioning. Furthermore, the West is learning fast and, under proper guidance, the trend is to produce primarily the finest quality oils. This, of course, will tend to reduce the over-all poundage probably available.

It is the opinion of those best qualified to judge that prices for good quality oil of peppermint will not decline in

the near future, and perhaps not for a year or two, unless decided overproduction should occur.

Chock Full O'Nuts plant

(Continued from page 33)

is of stainless steel and easily accessible for cleaning. Heat up to 600 degrees is used. The beans are then moved to a machine which cools them by rotary motion in a violent air stream. They next are moved by elevators to tremendous storage hoppers over the blending machine. An operator releases various types of beans by manipulating buttons on a special dashboard controlling each hopper. They are mixed in the blending machine, then ground and moved by elevators to storage bins in a specially built penthouse.

"From there the coffee is moved down to other machines which complete the process of weighing, filling cans, vacuum sealing, packing and crating—all done automatically."

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New York, N. Y.

San Francisco Samplings

By MARK M. HALL

■ ■ The boys around California and Front streets report that business in the last few days has shown signs of life. Some had said that it had been the duller they had seen in the last 40 years or so, but that was only a figure of speech for some of the younger men.

One green man explained that whenever the price of Colombians goes below 84 cents ex-dock, roasters begin to get interested. Actually, as of the day of this writing, Colombians went below 83. At these levels, they were from 8 to 10 cents below the official price of Brazilians.

It is evident Colombia is selling a lot of coffee and it may be they look on the situation as an opportunity to get under the Brazilian umbrella. This is a traditionally slack period in coffee buying and the Brazilian government is trying to hold up prices until a normal upturn in the early fall.

A press release to one of the large importers states that the Brazilian government is now offering to finance the exporter as well as the grower. The government figures that there will be 10,000,000 bags of coffee needed by the end of the year, and buyers will have to go to Brazil for around 7,000,000 of it. Colombians have only about 2,000,000 bags left.

With the pressure off Colombians and before the new crop begins to come in in September and the Centrals in November there could be the semblance of a squeeze. Prices are expected to strengthen. Consumption in the United States is still a factor in the situation, however. It is off, and the cheaper restaurants are stretching their coffee. Warehouse stocks have been larger, and unloadings have made spots weak. Roasters business has been slow.

■ ■ A. Schilling & Co. has entered the instant coffee field. They have what they believe to be a top grade of soluble coffee, and it is already being sold to the

trade. It is being packed in two and five ounce jars. The label is in three colors, the familiar Schilling's red with the regular signature in white, a blue fill-in for the word "coffee", and the whole background yellow. Its introduction is being backed by an extensive television and newspaper campaign.

■ ■ The firm of Ortega and Emigh, Inc., has been liquidated and Paul Ortega has retired from the coffee business. Poor health is given as the reason. Joe Fitzpatrick, Phil Hoffman and Arthur De La Mater, who were with Ortega and Emigh for many years, have opened up their own office under the name of the Fitzpatrick and Hoffman Co. They have taken over the exporting connections of the former firm, among them being J. M. Lopez & Co. Ltd. of Medellin, Colombia.

Business of the old firm will be carried on as usual by the new set-up, Joe Fitzpatrick handling sales and Phil Hoffman carrying on his inside duties, with the assistance of Arthur De La Mater. Their new office is at the corner of California and Front, right in the center of the coffee importing district.

■ ■ Bill Roussel, the New Orleans raconteur, expert in the varied dialects of the South, had the honor of appearing before one of the campfire shows at Bohemian Grove last month. It could not be said he brought the house down, for the meet was under the stars, but he does tell a great story, and in the audience was none other than California's favorite son, Chief Justice Earl Warren, along with our own Harry Maxwell.

■ ■ A letter was received recently by John Siegfried, president of the Western States Tea Association, regarding stacking tea on the docks so that it could more readily be sampled. The writer was Harold W. Gerritz, acting chief, Food and Drug Administration, San Francisco district. The matter was brought to the attention of the proper companies by Mr. Siegfried.

■ ■ When something of a humorous nature happens to a green man or a roaster, this column likes to share it with its readers. It does not often presume to enter other fields, such as criticism of a noted commentator. However, just for the laugh, Drew Pearson recently stated in one of his articles the following:

"Some U. S. coffee importers are boycotting Brazilian coffee for African coffee. Brazilian sales have dropped alarmingly."

Here is a chance for some of the statisticians on Front and California Streets to figure out how removing a few needles from the haystack can make it shrink alarmingly.

■ ■ "How to Lose Money Successfully" was the topic of Walt Smith, advertising manager of Folger's, at a luncheon meet of the Adcrafters last month at Hellwig's Holland House.

■ ■ Jim Mahoney, Jr., got out of the Army just in time to greet a new baby boy. Discharged June 18th . . . new duties as father July 17. That was the sequence of events. Wife Karol is doing fine. Jim says he is glad to be back among the boys in the tea trade. He has resumed his association with Ed Spillane, whose firm is, incidentally, the G. S. Haly Co.

■ ■ Arnold C. Fenger has been appointed Pacific Coast manager of Moore-McCormack Lines and Captain Edward H. Gluck operations manager. Mr. Fenger was manager for the company in the Northwest. He succeeds the late Carl J. Gravesen.

■ ■ With Alan McKay, of Schilling's, as crew member and Al Sargent as skipper, a 15-foot snipe sailboat won the perpetual trophy of the Encinal Yacht Club of Alameda. As Sir Thomas, the yachtsman, brought fame to Lipton's, so might Alan make the name Schilling's tea ring over the land with his snipe's victories.

■ ■ Warren Kludt and family recently spent their vacation in the Pacific Northwest.

■ ■ Brooke Furr, treasurer of McCormick & Co., Inc., was a recent visitor at (Continued on page 67)

E. A. JOHNSON & CO.

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Brazils — Milds

New York News

■ ■ The New York coffee trade mourned the passing of Jerome J. Jacoby, coffee broker, who died in Yonkers General Hospital at the age of 60.

Mr. Jacoby, who conducted his business under the name of J. J. Jacoby, at 112 Wall Street, had been active in coffee for 35 years. Prior to opening his own office in 1925, Mr. Jacoby spent four years with A. C. Israel.

Mr. Jacoby started his business career as a stenographer and claimed this gave him a keen insight into all phases of business. He passed the examination for a State Supreme Court stenographer, but turned to the coffee industry instead.

Mr. Jacoby served in France during World War I. A member of the Green Coffee Association, he also belonged to the Masons and Maimonides Benevolent Association.

The business will continue under the same name, and will be run by Mr. Jacoby's son-in-law, Ken Firestone. The office is being moved back to Front St. in early August. The new address is 110 Front St.

Surviving Mr. Jacoby are his wife, Mrs. Mignon Yorke Jacoby; a daughter, five brothers and three sisters.

■ ■ John Heuman, for eight years in the green coffee department of the A. C. Israel Commodity Co., Inc., has resigned. It is reported that he is opening an office on Front Street where he will serve as resident buyer for the Continental Coffee Co.

■ ■ The Coffee Brewing Institute, Inc., which has been bulging its walls at 120

Wall Street under a steadily expanding program, is moving this month to 551 Fifth Avenue, at 43rd Street. The new offices are larger, of course, and will permit greater efficiency as CBI's work continues to grow. In preparation are projects designed to help the industry sell the American public all over again on the idea that there's nothing like a good cup of coffee.

■ ■ Joaquim Cocco hijo, of the Dominican Republic company of that name, flew to the U. S. last month for the visit he usually makes about this time of the year. The company is one of the leading shippers of coffee from that country, and also owns its own plantations in the famous Barahona district. Mr. Cocco was joined here by his wife.

While in New York, he made his headquarters at L. Neugass & Co., Inc., which represents the Dominican Republic coffee house in the U. S.

■ ■ Bill Martin, of L. Neugass & Co., Inc., was married recently to the former Loretta Fulton at St. Michael's R. C. Church, Brooklyn. Bill, who became known to Front Streeters during the two years he was with the Green Coffee Association, has been with L. Neugass for four years.

The newlyweds honeymooned in the Poconos, are spending the summer in Roxbury, L. I., and will make their home in Bay Ridge.

■ ■ Now a member in the Green Coffee Association is The Arles Co., Inc., shippers' agents for French African Ro-

bustas, mainly from Madagascar, the Ivory Coast and the Cameroons. The company, in existence since 1925, also represents Ivory Coast and Cameroon shippers of cocoa. Michel Pichard, vice president, is in charge of the coffee operations.

■ ■ Martin Benjamin, part owner of the Westchester Coffee Mills, died last month in a private convalescent hospital. He leaves a wife, two sons and two brothers.

■ ■ Charley Sewell, retiring after many years with the National Coffee Association, was tendered a reception last month by the board of directors. The board and the NCA executive committee were in New York for a meeting at the Plaza Hotel.

■ ■ John Heron, head of the NCA committee to determine ways to raise funds for an aggressive public relations campaign, reported progress at the association's board meeting here.

■ ■ Chock Full O'Nuts Coffee Co., which in a short time has made itself a factor to reckon with in the New York market, is in coffee to stay. The company is now in a new roasting plant in Brooklyn, reported elsewhere in these pages. In addition, the firm is taking over an entire floor at 426 Lexington Avenue for its administration, accounting and legal departments.

■ ■ This corner was glad to talk again to Andy Moseley, of the Breakfast Club Coffee Co., Inc., Los Angeles. The trade lost a reading asset when Andy became far too busy with expanded activities to do his various reports for this publication. Maybe he can squeeze in one of his inside-the-convention pieces on Boca Raton or Pebble Beach next year.

Andy was in New York for the NCA board meeting.

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New Orleans Notes

By W. McKENNON

■ ■ The New Orleans Green Coffee Association has received some very fine comments on its radio spots, which are promoting the use of coffee.

Comments have come from members of the trade, members of various associations and from people in outlying sections of the state.

The program will continue through August.

■ ■ Ralph B. Schwartz, a veteran in the coffee business, has retired as manager of the New Orleans office of the Schaefer, Klausmann Co., Inc. Mr. Schwartz received the best wishes of his many friends in the trade. Trion T. Harris has been appointed manager of the Schaefer, Klausmann offices here.

■ ■ Mr. and Mrs. Lucius Tilley of Richmond, Va., were recent visitors in New Orleans. Mr. Tilley is connected with J. Aron & Co., Inc.

■ ■ Gregory L. Martinez, Jr., of the Carl Borchseius Co., Inc., visited here recently, calling on the trade. Coffee men were interested in his recent trip to Africa.

■ ■ A. V. McLean, of H. L. C. Bendiks, Inc., was a business visitor in New Orleans.

■ ■ Earl Zander, of Zander & Co., Inc., has returned from a business trip through the Midwest.

■ ■ George Westfeldt, Jr., has returned from a vacation with his family in Fletcher, N. C.

■ ■ Warren W. Kreiger has joined

the firm of F. D. Wilcox & Co., Inc. here.

■ ■ Walter Brock of the Otis McAllister San Francisco office, with Mrs. Brock, was a recent New Orleans visitor.

■ ■ Walter Gagnet, well known coffee warehouseman, has joined the firm of S. Jackson & Son, Inc.

■ ■ Mr. and Mrs. F. Petersdorf, of Tapachula, Mexico, visited in New Orleans recently. Mr. Petersdorf is the Otis, McAllister representative in Tapachula.

■ ■ L. W. Seemann, of the Mississippi Shipping Co., with his family, has returned from a trip aboard the Del Sud. He visited South American representatives of the company in the major ports.

■ ■ E. A. Leonhardt, of Westfeldt Bros., is vacationing in Canada.

■ ■ W. D. Roussel, of W. D. Roussel & Co., Inc., returned from a New York business trip and then left for California.

■ ■ C. J. Fertitta and R. C. Macco accompanied by their families were recent New Orleans visitors. Mr. Fertitta and Mr. Macco are the owners of the Texas Coffee Co., Beaumont, Texas.

■ ■ Alan V. Bories, accompanied by his wife, is visiting in Seattle, Wash., the home of Mr. Bories' parents.

■ ■ Ray Vossiard, of Santo Domingo, has returned to his duties with Otis, McAllister there after a New Orleans visit. Mrs. Vossiard accompanied him.

■ ■ W. C. Englisbee of Ruffner, McDowell & Burch, Inc., is spending his vacation on the Gulf Coast.

■ ■ Milton Ruth, of Leon, Israel & Bros., Inc., has returned from New York where he spent some time on business.

■ ■ G. T. Gernon, of Ruffner, McDowell & Burch, Inc., has returned from a business and pleasure trip to Chicago.

Southern California

By VICTOR J. CAIN

■ ■ Lou King, of Haas Bros., San Francisco, recently visited Los Angeles to call on the trade.

■ ■ J. B. S. Johnson, president of Otis McAllister, San Francisco, recently made an extended trip to Southern California to visit the many coffee roasters in this area.

■ ■ Charles Nonenmacher of the Jewel Tea Co., Inc., made a combined business and pleasure trip to Chicago to attend the semi-annual meeting of his company, held at the Edgewater Beach Hotel.

■ ■ Edison Lloyd, of the South End Warehouse Co., San Francisco, stopped in Los Angeles on his return from a motor trip, after visiting New Mexico and Arizona.

■ ■ Carl Willenborg, of the Jabez Burns & Sons', San Francisco office, was calling on the roasters in Los Angeles recently.

■ ■ W. J. (Bill) Morton, of W. J. Morton, Inc., recently returned from his jaunt to Brazil. While in Brazil, Bill saw many old friends and visited several plantations both in Santos and Paranagua. His return trip was a

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direct flight up the west coast of South America from Santiago, Chile.

■ ■ Jack Schimmelpfenig, of S. L. Jones & Co., San Francisco, was making the rounds in Los Angeles.

■ ■ Cedric Sherrer of the firm Ruffner, McDowell & Burch, Inc. spent several days in Los Angeles calling on the trade . . . and making a study of several local golf courses.

Vancouver

By R. J. FRITH

■ ■ F. J. Frisby, managing director, Darley, Butler & Co., Ltd., of Colombo, was very much interested in the news that the Canadian Tea Council would soon be in full swing with a vigorous sales and advertising campaign. He was in Vancouver for a short visit and planned to visit tea processing companies elsewhere in Canada, then return to the old home town.

■ ■ Big wheel in the Colombo tea business, Duncan Macauley, associated with Harrisons & Crosfield, Ltd., visited tea packers in Western Canada. He predicted a firm market continue for the best Ceylons.

■ ■ Wes Shannon, of Nabob Pure Foods, Ltd., Vancouver, returned to his spice mills after attending the convention of the Canadian Spice Association. Mr. Shannon was again elected a director, his third time in that office.

■ ■ William Gillespie, of Toronto, associated with the Canadian offices of Harrisons & Crosfield, Ltd., was in Vancouver for a short time on a business trip.

■ ■ Coffee business in Vancouver seemingly recovered from the impact of the big jumps and has adjusted nicely. Volume is well up to normal, say all leading roasters.

Some complaint has been heard that in certain types of coffee bars the strength of the beverage has fallen off to a noticeable degree. Some coffee men say they think some of the retailers must be getting about 100 cups to the pound, now. They don't like that. They hold that such dilution of a popular beverage is not good.

■ ■ Vancouver restaurant men are, in some cases, being hard put to maintain the ten-cent price per cup for coffee. In some instances, they have been using less coffee, much less, so that the brews are noticeably thinner and weaker. With high duties and excise taxes and other levies added to first costs, the ultimate consumer, in Vancouver, must pay considerably more for his coffee than do those in the neighborly city of Seattle, where American taxes seem small compared to the Canadian standard.

What irritates some importers, of both coffee and tea, is that the Canadian tax on them is ten per cent *ad valorem*, and so rises with the price. It has stimulated the quiet campaign now being renewed to have the government forego the tax on both coffee and tea. These

products are the last foods to be paying a tax in Canada.

This explains why hardly any coffee man has come up to Vancouver from San Francisco this month. They are staying close to home.

■ ■ Wes Shannon, who directs spice grinding and packaging operations for Nabob Pure Foods, was at the Canadian Spice Association's convention, St. Marguerites, Quebec. The convention was held at the Alpine Inn, there Mr. Shannon had several business calls to make before returning to the Coast.

M. J. Sheridan, who formerly directed the Estabrooks operation in Vancouver, has gone to London, where he is now associated with the English Brooke Bond Co., Ltd. R. J. McCance, who has been directing the Blue Ribbon company in Vancouver, will continue as chief executive for Brooke Bond (Canada) Ltd., in B. C. For the same company, Vancouver division, H. B. McWilliam has been appointed director in charge of sales. It is understood that the combination of the two well known tea and coffee companies, under the direction of the Brooke Bond company, applies only to these two companies' operations in this part of Canada.

Chicago

By JOE ESLER

■ ■ Roy Zola was presented with a gold watch by Jacob Cohn of Continental Coffee Co. on completion of his twenty-five years of service with the company.

■ ■ The Chicago Coffee Club will hold its annual golf tournament on August 19th at the Rolling Green Golf Club. This has been an outstanding day for members and friends for nearly thirty years and this is expected to be no exception.

■ ■ Captain David A. Jones of the Isbrandtsen Line has joined the Chicago Coffee Club.

■ ■ Super Market Institute has set the 1955 convention for May 1-4 at the Public Auditorium in Cleveland, Ohio.

■ ■ The Enterprise Aluminum Co. of Massillon, Ohio reports heavy activity on their new line of Royal Chef ware with copper anodized covers with the food chains, in the west and south on Save-A-Tape plan.

■ ■ E. A. Christensen, manager of Hills Bros., Chicago, is on vacation at Lozune Beach, Calif.

San Francisco

(Continued from page 63)

Schilling's in San Francisco, and also spent a vacation on the Hawaiian Islands.

■ ■ Frank Goodwin, formerly with the Michell, Cotts, Co. Ltd., London, who was stationed at Arden, Arabia, where he handled the export and import of coffee along with other products, is now with the Weldon H. Emigh Co., Inc. Goodwin hails originally from London, but he plans to make his home here permanently.

■ ■ George Harada, head of the Kona Coffee Co-operative Association, of the Hawaiian Islands, is visiting San Fran-

cisco and the states to inquire into the management and methods of our co-operatives. While here, he is making his headquarters with Ed Howatt, of the C. G. Cambron Co. The company handles a large volume of Kona coffee shipped out of Hawaii.

■ ■ The news from Stanley Evans, of the Harbor Board, is not too bright. Imports through the Port of San Francisco for June this year totaled 8,317 tons. Last year the same month there were 11,014 tons.

For the first six months of this year the total was 85,240 tons, and for the same period last year 89,220 tons.

In 1953 Colombia shipped into the San Francisco custom district more coffee in dollars than did Brazil. The total was \$58,017,982 and the volume in tons 52,759,406. Brazil's dollar volume for the same period was \$56,350,290 with 52,983,569 tons.

The trend away from Brazils is expected to continue at a greater rate through 1954.

Here, there . . .

Dairymen lay plans for "milk break" to take the place of the "coffee break"

Coffee men will have to defend their volume against large scale, active competition aimed specifically at their sales.

Dairymen are preparing a campaign to boost milk sales at the expense of the coffee industry.

The American Dairy Assn. laid plans at its 15th annual meeting to carry on a promotion aimed at substituting a "milk break" for the "coffee break" now so popular among American workers.

Ray O. Mithun, president of Campbell-Mithun, Inc., the association's agency, said the goal of the campaign is to "get a milk dispenser into every factory and office in the land."

He said the dairy industry can increase sales by 15 to 20 per cent by promoting the "milk break."

Solubles in Illinois analyzed

The analysis embraces 23 Illinois Daily Newspaper Markets, geographically so located that the combined averages of the brand acceptances will give many companies an accurate picture of their brand standing on a state-wide basis.

The analysis covers the city zones of 23 participating markets ranging in population from 9,900 to over 131,000. To get sufficient sampling of the 832,115 persons in the area covered, the samples varied from 2.25 per cent to 5.3 per cent. This area did not include Cook County or Chicago.

Maxwell House Instant Coffee topped the field, with purchases of 32.0 per cent of the families checked.

Nescafe was second, with 18.6 per cent, Chase & Sandborn third with 11.1 per cent, and Borden's fourth with 9.7 per cent.

Folger's was listed with 7.7 per cent; Manor House 4.3; Manhattan 2.2 and G. Washington 1.2.

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Alongside its leadership in quantity stands Otis *quality*—both of the green coffee Otis supplies and the many services that Otis performs.

Otis goes where coffee grows. Through representation in every coffee producing region, Otis follows coffee from planting to shipping. Its staff searches for and selects the finest coffee from over 100 different types. Otis' controlled milling system and supervision of preparation insures quality.

Service to roasters begins when shipment is received in U. S. ports. In New Orleans and New York Otis processes and electronically sorts coffee to provide roasters with Custom-Built, "Roaster-Ready" coffee. 9 Otis offices and nationwide warehouse facilities expedite distribution and reduce inventory problems.

Through continued service and a program of product development and research, Otis expects to bring many billion more cups of fine coffee to North American consumers.



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Established 1892

Importers of Selected Quality Coffees
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310 Sansome St.
SAN FRANCISCO 4

510 N. Dearborn St.
CHICAGO 10

321 International Trade Mart
NEW ORLEANS 12

837 Traction Ave.
LOS ANGELES 13

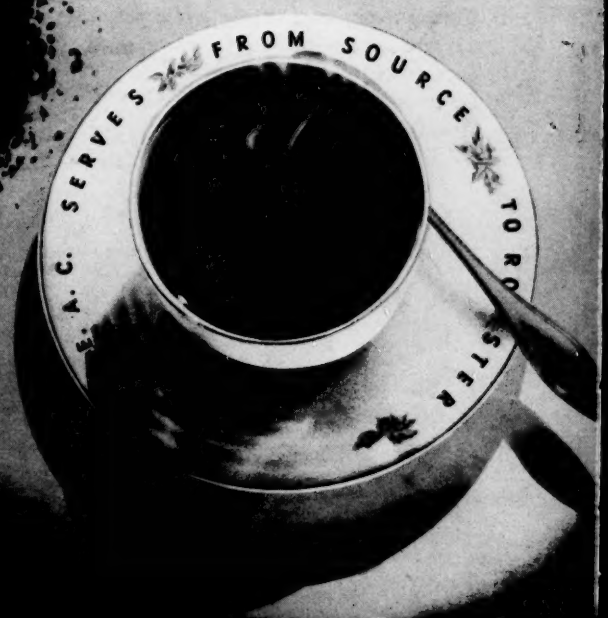
129 Front St.
NEW YORK 5

228 King St., East
TORONTO 2

1 Main St.
HOUSTON

216 S. 7th St.
ST. LOUIS 2

Pier 59
SEATTLE 1



*Importers of
Green Coffee*